Development Management – Delegated Officer Report

Application Number: AWDM/0753/17 Recommendation: GRANT advertisement consent

Site: Co Operative Retail Services, 8 - 16 Southwick Square, Southwick

Proposal: Installation of various internally illuminated fascia signs, internally illuminated hanging sign and non-illuminated wall mounted panels

Date of Site Visit: 24 May

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

This application seeks new signage for the Co Op supermarket which sits on the northern side of Southwick Square set back from the road behind a small precinct. Other retail premises adjoin to the east.

Planning History:

Replacement signage approved periodically in the past, most recently in 2015

Consultations:

None undertaken

Representations:

None received

Relevant Planning Policies:

Adur District Local Plan 1993-2006 (ADC 1996) (saved policy): AG1,

National Planning Policy Framework (CLG 2012)

Planning Practice Guidance (CLG 2014)

Planning Assessment

The proposed signage being darker than the existing lighter green would have little impact upon the character of the area. The overhang of the roof from the residential uses above tends to limit the visual impact of the adverts in this location. It is not considered that the internally illuminated signs will affect the amenities of nearby residential properties or highways users.

Recommendation

APPROVE subject to the following conditions:

1. Approved Plans
2. Standard advert conditions

Is recommendation contrary to letter(s) of representation? N

Case Officer: Gary Peck Date: 20 June 2017

Authorised by: Date: 26th June 2017.