Development Management - Delegated Officer Report

Application Number: AWDM/0249/15 Recommendation – Approve

Site: Co-Op 8-16 Southwick Square

Proposal: Installation of two internally illuminated fascia signs

Date of site visit: 07-04-2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application property is the ground floor commerical premises of a modern purpose built shopping parade. Residential is situated over this.

It is proposed to install 2 no. internally illuminated fascia signs.

Relevant site history
None

Consultations
None

Representations
None

Relevant Planning Policies

Adur District Local Plan (saved policies): AG1
National Planning Policy Framework

Planning Assessment

Principle
Upgrading of commerical signage is not resisted in principle.

Amenity

The signage is similar in proportion and scale to the rest of the shop front, and similar style adverts are evident elsewhere in the shopping parade.

The illumination is discreet and would not impact adversely on the living conditions of neighbours in the flats above.

Highway Safety

The discreet illumination would not distract highway users.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard Advert conditions
2. Approved plans

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

Case Officer: Matthew Porter Date: 23-04- 2015

Authorised by: Peter Barnett Date: 23 April 2015