Development Control – Delegated Officer Report

Application Number: ADC/0782/07 **Recommendation - Permit**

Site: **Southwick Community Centre Southwick Street Southwick West Sussex**

Proposal: **Freestanding non-illuminated sign in south-west corner of car park**

The Application

The application relates to the Southwick Community Centre located within the built up are of Southwick on the west side of Southwick Street, within the Conservation Area. The group of buildings making up the site are a mixture of a Grade II listed building (a former house) fronting the main road, with other modern additions in the form of function rooms attached to the rear (east) which follow the line of the site towards the north around the car park. To the south east are other detached single-storey function rooms.

The proposal is for a freestanding non-illuminated sign in the south-west corner of the car park, adjacent to the pedestrian entrance to the site, facing onto Southwick Street.

The proposed advertisement would enable the Community Centre to advertise the on-site facilities which are available for hire rather than the particular performances, functions and shows which are currently advertised through other on site signage.

Consultations and Representations

County Planning Services: The Conservation Architect feels that the sign is too large and the wrong materials.

ADCAG: No objection.

Third Parties: No third party objections.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB19
West Sussex Structure Plan: DEV1
Planning Policy Guidance PPG19 "Outdoor Advertisement Control"

Planning Assessment

Policies

Policy AB19 states express consent for advertisements within Conservation Areas will only be granted where they respect the character and appearance of the Conservation Area, they do not create danger or hazard to public safety, and respects the character, proportions and design of the building on which it is to be displayed.

Visual amenity

The sign is proposed to be sited adjacent to the listed building and therefore the impact on the character of the building as well as the surrounding area needs to be taken into consideration.

The existing signage fronting Southwick Street is relatively understated, in the main black wording on white painted boards with metal framework. One notice display cabinet exists fixed to the front of the listed building adjacent to the pedestrian entrance.

The location of the sign would be adjacent to a low boundary wall which surrounds the car park of the Community Centre and as a result it would be elevated one metre above ground level. The proposed sign as originally submitted would have been 2.0m in width by 2.3m in height with black vinyl lettering on a white background. It was considered that the sign would have been too large and unsympathetic given its proximity to the listed building and the existing display cabinet, and a request was made to amend the size.

The applicant has now reduced the size of the sign to 1.3m in width which is considered to be more acceptable in terms of scale and the effect on the surrounding area and the listed building. The applicant has stated that they propose to paint the posts in black and the background of the sign in a light beige or green colour, which would be in line with the Conservation Architects comments.

Recommendation

APPROVE

Standard advertisement conditions 1-5

C12Aii - amended

6. No development shall be carried out unless and until details of the external finish of the sign tray have been submitted to and approved in writing by the Local Planning Authority.
   Reason: *In the interests of visual amenity and to comply with policy AB19 of the ADLP and DEV1 of the WSSP.*

7. C14Av ... revised plan rec'd on 15 February 2008.

Case Officer: [signature]

Date: 20-02-08

R .... AB19 .... CH4-5 of the WSSP.

PB 20/2/08