Development Management – Delegated Officer Report

Application Number: AWDM/0323/25 Recommendation: Approve

Site: Block 18-20 Southwick Square, Southwick

Proposal: Internally illuminated and non illuminated fascia signage, customer entrance sign, customer directional sign, window internal vinyl, and dog stop.

Date of Site Visit: Not visited. Assessment made using prior knowledge of site, Google Maps and applicant's photos

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

The application property is on the north side of Southwick Square and was previously in use as an oriental food store. There is a shopfront on the ground floor beneath a deep canopy with a blank concrete facade at first floor.

The proposal is for a new shop front in connection with the occupation of the unit as a Little Waitrose store. The shopfront openings are to be enlarged with new sliding entrance doors and windows. Dark grey aluminium frames are proposed.

New signage is proposed comprising:

- New fascia with push through green lettering, internally illuminated, on a grey background on the front elevation and east elevation return
- A dog stop vinyl sign 0.5m above the floor on the front elevation
- 2 x non illuminated customer entrance directional signs on the north and east elevations
- Striped vinyl detail in translucent green stripes applied internally to a section of the front window
- Internally applied vinyl to the east elevation return window

A separate application for the shopfront has also been submitted (AWDM/0322/25).

Planning History:

None

Consultations:

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 12, 15, 27
National Planning Policy Framework (December 2024)
WSCC Guidance on Parking at New Developments (Sept 2020).

Planning Assessment

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy 15 states that “express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety”.

Amenity

The site is located in a commercial area where there is a proliferation of signs. The former occupier has signage which is to be replaced with the proposed signs. The signage is appropriate in scale and location and is not excessive or unsightly.

The proposal is considered to be acceptable in relation to amenity.

Public Safety

The signs are contained wholly within the site. There are no public safety issues.

Recommendation

Grant Consent subject to Conditions:-

1-6 Standard Conditions
7 Drawing Numbers
8 Signs shown as being illuminated shall be internally lit, static and at the illuminance level specified.

Is recommendation contrary to letter(s) of representation N

Case Officer: Peter Barnett Date: 29 April 2025

Authorised by: Louise Prew Date: 29/04/2025