Development Management - Delegated Officer Report

Application Number: **Recommendation – Permit**
AWDM/0851/11

Site: **1 Southwick Square, Southwick, West Sussex**

Proposal: **Installation of internally illuminated fascia sign.**

Date of site visit: 07.11.11

Neighbours checked: Y

Proposal

The premises are located within a mixed use precinct, with residential flats above, as described in the accompanying application for new shopfront and rear extension (AWDM/0848/11).

Permission is sought for a replacement internally illuminated fascia sign that would be 5.4m in width, by 0.4m in height. The fascia will be in the corporate colours with the main background panel an aluminium tray design in colour RAL 3020 Red, matt finish 15% gloss levels, with fret cut lettering in white. Only the 'Ladbrokes' lettering will be illuminated via the white internal LED's.

Consultations and Representations

West Sussex County Council: The Highways Officer states that the sign is not in a location where it would obstruct the highway.

Third Parties: There have been no third party objections to the proposals.

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AS1, AB17.
PPS1 'Delivering Sustainable Development (ODPM 2005)
PPS6 'Planning for Town Centres' (ODPM 2005)

Planning Assessment

Visual amenity
The proposed advertisement is similar to many of the other fascias in Southwick Square and will not appear overly bright due to the opaque background material. Although the red corporate colouring of the background is bright, the applicant has amended the scheme to ensure a 'nearly' matt finish to prevent excessive reflection. It is therefore considered that the proposed new facia complies with the above policies, in that it would respect

the character and appearance of the building and that of the surrounding area.

Highway Safety
The proposed signage is well set back from the main vehicular highway, and due to its location it is not considered that it would result in a danger or hazard to public safety.

Recommendation

Standard conditions 1-5

And:-

6. The advertisement shall not be illuminated except during the hours that the premises are open for business.
7. Only the lettering and no part of the background of the advertisement shall be illuminated.
8. Permission relates to :-
   Drawing No: - SWSQ 02 Rev B Date Received: 18.11.11.

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

Case Officer: Carlos Hone Date: 30.11.11

Authorised by: Jo Morin Date: 1.12.11