Development Management - Delegated Officer Report

Application Number: **AWDM/0314/13** **Recommendation –** Approve

Site: 99 Southwick Square, Southwick

Proposal: Various illuminated and non-illuminated advertisements

Date of site visit: 9 April 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site relates to Lloyds Bank located on the south side of Southwick Square on the corner at its junction with Southwick Street. Southwick Conservation Area is to the east. This is a single storey building at the end of a three storey terrace comprising shops and other commercial uses at ground floor level and residential above.

Consent is sought for the display of three internally illuminated fascia signs and two internally illuminated projecting signs to replace the existing fascia and projecting signage. The application also includes details of a replacement illuminated wall mounted name plate, letterbox vinyl patch, car park sign, and internal window vinyl.

The fascia signs would effectively wrap around the three sides (North, west and east) of the building, replacing the existing fascia signs and would be 720mm high, set 3.4 metres from ground level. The back panel would be dark green and would have 60mm deep individual letters fixed. The lettering would have dark green returns and a white illuminated face.

Two projecting signs are proposed to replace the existing projecting signs on the north and east sides of the building and have been designed as hanging signs with a 0.9m wide mount and drops to fix the sign. The signs would each measure 0.6m by 0.6m by 60mm wit

The projecting signs would each measure 0.65m by 0.65m by 90mm. They would have a green border and inside have a white vinyl background which would fully illuminate with a black hors green border and white face with the black logo set back from the panel border so that a white keyline is visible when the signage is illuminated.

Relevant site history

ADC/0388/06 - Replacement fascia and projecting illuminated signs granted in 2006

Consultations

West Sussex County Council – The Highway Authority have commented that:

'No sign falls within the public maintainable highway and it does not appear any sign exceeds maximum luminance levels for this area. No sign is located within a visibility splays and it is not envisaged these will cause a distraction to motorists using the nearby highway. It does appear however, that a sign overhangs the public highway and therefore a Section 177 Licence will be required.

Based on the above comments there would be no concerns raised to this application from a highway perspective.'

Representations
None received

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

The determining issues relate to highway safety and impact on visual amenity.

The size, number and positioning of the advertisements appears appropriate in the context of the commercial character of the shopping street and the 'wrap around' effect and type and number of signs has previously been allowed in the existing signage. The advertisements do not result in any significant harm to the visual amenities of the site or surrounding area.

The Highway Authority have not identified any highway safety issues and it is considered that the level of illumination proposed is acceptable.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-6
2. Drawing numbers:
   Unnumbered site location plan deposited 13 March 2013
   Drawing No. 50411700 1 of 3 Rev 115129DR-L/R1 deposited 13 March 2013
   Drawing No. 50411700 2 of 3 Rev 115129DR-L/R1 deposited 13 March 2013
   Drawing No. 50411700 3 of 3 Rev 115129DR-L/R1 deposited 13 March 2013

Informative

- Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email street.works@westsussex.gov.uk) to obtain a Section 177 Licence

under the Highways Act 1980 to cover any structure that overhangs the highway.

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

Case Officer: Rebekah Smith Date: 2 May 2013

Authorised by: Peter Barnett Date: 7 May 2013