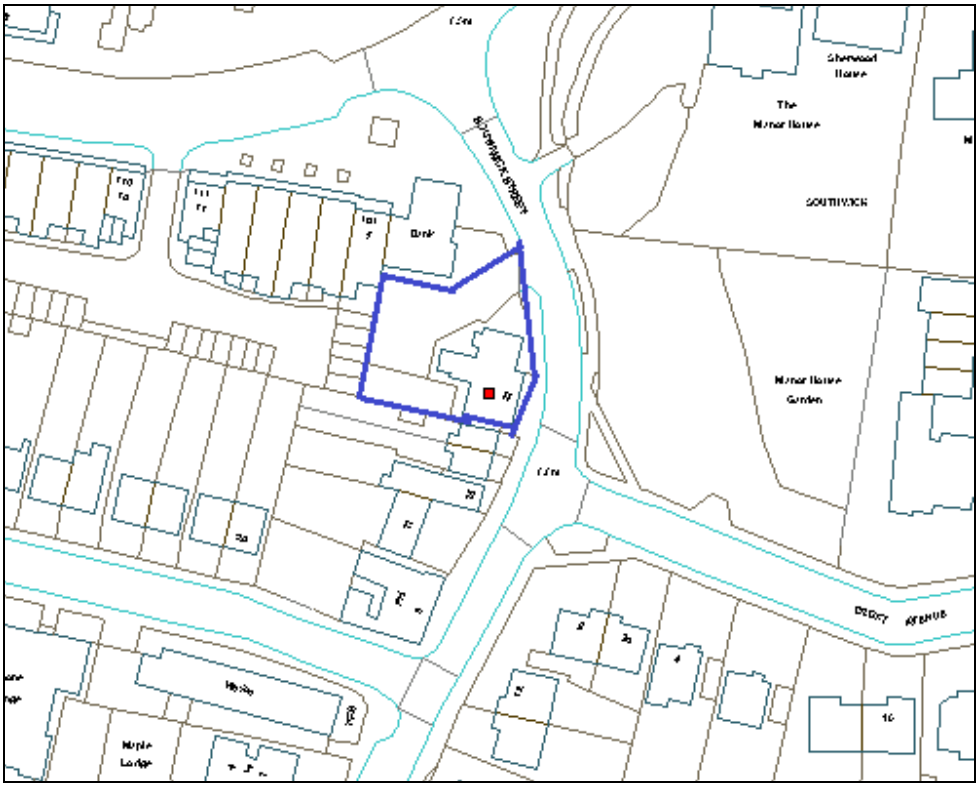
Application Number: AWDM/0827/13 & AWDM/0828/13 **Recommendation – REFUSE**

Site: Grove Lodge Veterinary Group, 21 Southwick Street, Southwick West Sussex, BN42 4AD

Proposal: AWDM/0827/13 - Listed Building Consent to display 1 banner sign and 1 fascia sign
AWDM/0828/13 – Advertisement Consent for installation of 1 non-illuminated vinyl banner sign, 3 non-illuminated aluminium post signs, 1 non-illuminated fascia sign and 1 no. car park sign

Applicant: Mr Andrew Ash Ward: Southwick Green
Case Officer: Peter Barnett



Not to Scale

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Proposal, Site and Surroundings

The application relates to a Grade II listed building within the Southwick Conservation Area. The application seeks Listed Building Consent to affix 1 banner sign and 1 fascia sign to the building (AWDM/0827/13). These signs plus a number of other signs are proposed (total of 6 signs) and these are also subject to an application for advertisement consent (AWDM/0828/13). For ease of reference, these two applications are dealt with in this report as many of the issues are relevant to both cases.

The proposed signs are as follows:-

1) A vinyl PVC banner measuring 2.3m high and 0.8m wide to be affixed to the south side of the building to a height of 4.7m above the ground. The sign contains a number of cartoon animals and a cartoon character in red and blue with the name "Grove Lodge Veterinary Group" plus phone number and email address.

2) An aluminium post sign at the front of the building facing south, positioned behind the front boundary wall and measuring 1.5m wide and 0.6m high, to a height 2.1m above the ground.

3) An aluminium post sign at the front of the building (in front of the ground floor window to the north of the door and facing east), positioned behind the front boundary wall and measuring 1.5m wide and 0.6m high, to a height 2.1m above the ground.

4) An aluminum post sign to the north of the building measuring 1.5m wide and 0.6m high, to a height 2.1m above the ground, positioned adjacent to the front boundary wall and the north side of the building.

5) An aluminium triangular-shaped fascia sign to be affixed to the west-facing gable of the single storey addition which is to the north of the main building and measuring 2.5m wide at its base and 1.2m high

6) A parking sign to be affixed to a bollard at the entrance to the car park stating "Client Parking Only"

All signs contain the cartoon character and animals, the name of the facility, phone number and email address, except the car park sign which contains the name and characters only.

Relevant Planning History

AWDM/0272/11 & AWDM/0273/11 – Planning and listed building consent for change of use to Veterinary Practice at ground floor with self contained 3-bed apartment on upper floors, and new external staircase at rear, plus internal and external alterations and repairs

AWDM/0453/12 & AWDM/0454/12 - Retrospective planning and listed building consent application for; extension of the lean-to roof over the existing outbuilding to form a cycle storage facility; addition of a lead canopy roof over new entrance at the rear supported off green oak posts; location of air conditioning units at ground floor level at the rear of the building serving the veterinary practice at ground floor; roof alterations to form adequate height for an entrance door to be formed at first floor to the 1st floor apartment.

Consultations

Adur District Conservation Advisory Group: En masse all these signs are overkill on such a small property. The design of the cartoon characters is more appropriate for a children's nursery instead of a veterinary surgery. It is appreciated that signage is important for this new business. However the design & size should be more in keeping with such an old & attractive building.

Representations

None received

Relevant Planning Policies and Guidance

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB4, AB7, AB9, AB17, AB19
National Planning Policy Framework (March 2012) Paragraph 67

Relevant Legislation

AWDM/0827/13 - The Committee should consider the application in accordance with Section 16 Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) that provides the application may be granted either unconditionally or subject to relevant conditions, or refused. Special regard shall be given to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

AWDM/0828/13 - The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) made pursuant to section 220 of the Town and Country Planning Act 1990 (as amended) provide that the Committee should consider the application having regard to: the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

Factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest. In

considering amenity, the Committee may, if it thinks fit, disregard any advertisement displayed.

Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour, or aerodrome; whether the advertisement display is likely to obscure or hinder the ready interpretation of a traffic sign or any security device. Express consent for the display of advertisements may not contain any limitation or restriction relating to the subject matter, content or design, unless necessary in the interests of amenity or public safety.

Planning Assessment

Impact on Listed Building and Visual Amenity

The number of proposed signs is considered to be excessive and their number, siting size and design is not considered to be sympathetic to the setting of this listed building in the Conservation Area.

While it is accepted that a business needs some form of advertisement, it is considered that a total of 5 signs, 4 of which are on or towards the frontage of the building, is unnecessary for any business, let alone one within a building and setting of historic interest such as this.

The large vinyl banner along the south side of the building would be harmful to its character as would the two post signs, all of which display the same information within 7m of each other and only serve to clutter the attractive and visually important frontage of this building. The post sign to the north of the door is shown as being sited directly in front of the ground floor window and obscures an attractive feature of the building.

The entrance to the building is actually on the north side of the building and it is therefore considered that the post sign on the north side, adjacent to the boundary wall and single storey building, is the most appropriate. In order to be visible from both the north and south, a V-shaped sign may be acceptable here, which would serve the business needs of the surgery without detracting unduly from the building's setting (NB there is already an unauthorised sign on the north side of this listed building which is relatively unobtrusive compared with what is now proposed. It does not form part of these applications but it could be retained, subject to consent, thereby negating the need for the post sign in this location).

The triangular sign within the gable on the north side of the building is also considered to be unnecessary as it faces the car park and is not visible from outside the site. It therefore serves no purpose in terms of identifying the building for customers as the only people who will see it will be those already in the car park. The car park sign is relatively unobtrusive but is shown as being awkwardly positioned on a bollard and could get knocked off quite easily.

For the reasons outlined above, the signs are considered to excessive and obtrusive, harmful to the character and appearance if the listed building and detrimental to the visual amenities of the Conservation Area.

It is considered that a reduction in the amount of signage would be more reasonable and would better respect the visual amenities of the locality and the character of the Listed Building without compromising the business's viability or efforts to become more 'known' in the locality.

Public Safety

The signs are not considered to be detrimental to public safety.

Recommendation

1) **AWDM/0827/13 - REFUSE** for the reason:-

   The proposed banner sign and fascia sign, by reason of their size, design and position on the building, are harmful to the historic character and appearance of the Listed Building, contrary to saved policies AB7 and AB9 of the Adur District Local Plan and the policies of the National Planning Policy Framework.

2) **AWDM/0828/13 – REFUSE** for the reason:-

   The proposed signs, by reason of their number, size, design and position on and around the building, give rise to a cluttered appearance and are harmful to the historic character and appearance of the Listed Building and its setting within the Southwick Conservation Area. The application is therefore contrary to saved policies AB4, AB7, AB9 and AB17 of the Adur District Local Plan and the policies of the National Planning Policy Framework.

30th September 2013