Development Management - Delegated Officer Report

Application Number: **Recommendation – Approve**
AWDM/0025/13

Site: **Technology House, West Road, Southwick, Brighton West Sussex, BN41 1QH**

Proposal: **Proposed signage to west elevation**

Date of site visit: 22 February 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a two storey office building on the corner of West Road and Laylands Road. An application to convert the ground floor to a place of worship for the Redeemed Christian Church of God Kingdom Life Assembly has been submitted and is considered separately (AWDM/0005/13). Works to commence the change of use took place in November 2012 and signage has been displayed.

This application seeks consent to retain the signage and to display metal individual lettering (gold/brown colour) on the west (front) elevation stating "The Achiever's Centre (A.K.A. Technology House). The other signs comprise a Church logo above the entrance and an information sign on the SW corner. None of the signs are to be illuminated.

Relevant site history

None

Consultations

None

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policy): AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

Visual amenity

The signs are not considered to harm the visual amenities of the locality. The building is featureless at present and the lettering will add some interest to the frontage without being garish or unsightly. No illumination is sought which will ensure the impact of the signage will be relatively insignificant in this mixed commercial/residential area.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions, plus

Approved Plans: Site Plan pa 117/p100 received 14 January 2013
Proposed advertisement sign details pa117/p105b received 12 March 2013

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

Case Officer: Peter Barnett Date: 12 March 2013

Authorised by: Jo Morin Date: 13 March 2013