Development Control – Delegated Officer Report

Application Number: ADC/0052/10 **Recommendation – Permit Application (temporary)**

Site: **Manor Rest Garden Croft Avenue Southwick West Sussex**

Proposal: **Temporary non-illuminated sign relating to redevelopment of Elmcroft (sited adjacent to wall bordering Southwick Street)**

The Application

The site is located within the built up area and Southwick Conservation Area. It is to the north west boundary of the Manor Rest Garden a public garden owned by Adur District Council. To the north, east and south are residential properties to the west is Southwick Square shopping centre.

Advertisement consent is sought for a board sign 2.4 metres by 1.2 metres set on wooden poles approximately 2 metres above ground level. The sign is royal blue with white lettering and advertises the proposed housing development 'Elmcroft' in Croft Avenue with details of the type of housing, contact details of the developers and arrows directing towards the site. The sign is non-illuminated.

Consultations and Representations

Third Parties: - No third party representations have been received.

A.D.C.A.G: - Approved

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

The site is located within the Conservation Area where the Council has a statutory duty to have special regard to the desirability of enhancing or preserving the character or appearance of the area. Policy AB19 of the Local Plan states that consent for advertisements within a Conservation Area will only be granted where they respect the character and appearance of the Conservation Area; do not create a danger or hazard to public safety; and respect the character, proportions and design of the building on which they are displayed, including the use of traditional materials where necessary.

Impact on Conservation Area

The proposed sign will be clearly visible within the Conservation Area as it fronts onto Southwick Street and will be set directly behind the flint wall which forms the western boundary of Manor Rest Garden. The back drop of mature trees which line the gardens and proposed colouring also add to its prominence. The sign does however front onto Southwick Square to the west and would therefore be in keeping with the commercial nature of this area with ancillary signage. Notwithstanding this the sign is only acceptable in this case due to it being for a temporary period only, 9 months is considered appropriate in this case on the basis that building work at the site has commenced and other forms of advertising in the form of flags and signage are on the site itself. It should also be noted that the sign is non-illuminated.

Highway Safety

It is not considered that the sign will distract road users and would cause any harm to public safety. It provides information with regards to the housing development and directs visitors to the site.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

6. The sign hereby permitted shall be removed and the land restored to its former condition, or to a condition to be agreed in writing by the LPA, on or before the expiration of the period ending on 30th September 2010.
Reason: - Permission would not normally be granted for such development and consent is granted only due to the temporary nature of the proposal.

7. The advertisement hereby permitted shall be in accordance with the following approved plans: -

Site Location Plan – received 22nd February 2010
Photo Montage – received 22nd February 2010.
Sign Specifications – received 22nd February 2010.
Visuals – received 22nd February 2010.

Reason: - For avoidance of doubt and in the interests of proper plannin

Case Officer.. [redacted] .....Date....14/4/10

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