Development Management - Delegated Officer Report

Application Number: AWDM/1588/16 Recommendation – Approve

Site: 20A Southwick Square, Southwick

Proposal: Installation of internally illuminated fascia sign.

Date of site visit: 4 November 2016

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the first floor premises formerly known as 'Café Cube' above a ground floor shop on the north side of Southwick Square. The premises are to be occupied by Tosca as a Tapas & Prosecco Bar and this application seeks consent for new signage.

It is proposed to display an internally illuminated fascia sign at first floor on the west side of the building. It will measure 3.5m wide and 0.8m high and will contain white lettering and red logos on a grey background.

Relevant site history

Various relating to use

Consultations

None

Representations

None received

Relevant Planning Policies

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

Planning Assessment

Visual amenity

The sign will be located at a higher position than other signs in Southwick Square which are restricted to ground floor. However, the sign will be on the side elevation facing the service road/access road to the car park rather than the street frontage. As such, it will not be a prominent feature, being visible in limited views to the west. It is proposed to be illuminated but this will be limited to the lettering only and will face a blank side wall opposite. The

illumination can be required by condition to be switched off outside of opening hours.

Highway safety

The signs will be located so as not to cause obstruction to visibility and the luminance levels fall within the acceptable limits as recommended in West Sussex County Council's standing advice.

Recommendation

APPROVE

Subject to Conditions:-

Standard 1-6
7. Approved Plans
8. Illumination during business hours only

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

Case Officer: Peter Barnett Date: 21 November 2016

Authorised by: Gary Peck Date: 22 November 2016