Development Management - Delegated Officer Report

Application Number: AWDM/1830/17 Recommendation – Approve

Site: **Southwick Community Centre, 24 Southwick Street Southwick**

Proposal: **Application for advertisement consent for 1 no. illuminated post and panel system for display of PVC banners; 1 no. Powder coated aluminium panel with vinyl work installed on existing posts; 1 no. LED light box noticeboard with lockable frame; 1 no. powder coated aluminium box frame to display PVC banners; 1 no. post and panel system with main header panel.**

Date of site visit: 13 December 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Southwick Community Centre, part of which is a Grade II listed building located within the Southwick Conservation Area. Consent is sought to replace existing signage as follows:

1. Replace post and panel sign for the display of PVC banners in the north west corner of the car park measuring 2.3m high overall with a new post and panel sign, 3m high overall. It will contain a more detailed display, 750mm deep, at the top with space for a changeable banner below. It is proposed to introduce illumination by means of trough lighting at the top of the sign.

2. Existing illuminated ‘pub’ sign on western boundary of car park to be removed and not replaced.

3. Replace existing sign board on posts in the south west corner of the car park with a similar non-illuminated sign of the same size (2.3m high).

4. Lockable poster case on posts adjacent to the listed building on its west side to be replaced with new case of same type and dimensions (1.4m by 1.2m and 2.04m high). It will be internally illuminated as existing but with more subtle LED fittings.

5. Replace banner frame sited behind boundary wall on west side to the south of the building with a sign of slightly lower overall height (2.9m high compared with 3.1m but same frame size.

6. Replace sign board sited behind boundary wall on west side to the south of the building with a sign of slightly higher overall height (2.9m high compared with 2.8m) but same frame size.

Relevant site history

Various

Consultations

ADCAG: Not received

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (March 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed signage is largely replacing existing signage of a similar scale and design. The panel sign at the NW edge of the car park will be taller and illuminated by trough lighting but, at 200cd/m2, it is well within the luminance levels recommended for such an area and it is not considered that it will cause visual harm to the area.

All of the signage is considered to be acceptable in visual terms and will not cause harm to the Conservation Area or setting of the Listed Building.

Public Safety

The signs are replacing existing signs in the same position and will be non-illuminated or illuminated at low luminance levels. No harm to highway safety is anticipated.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions

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

Case Officer: Peter Barnett Date: 12 January 2018

Authorised by: Gary Peck Date: 15 January 2018