Expiry Date -

Development Control – Delegated Officer Report

Application Number: **Recommendation – APPROVE**
AWDM/1554/12

Site: **The Cricketers, The Green, Southwick**

Proposal: **Replacement of existing signage scheme**

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The proposal is for various replacement signage to the main public house building and the hanging sign frame situated immediately outside it.

The application property is on the edge of The Green. Although it is a modern single storey building it is prominent and addresses the adjacent public Green. There is a larger car park demarked by low brick walls.

The site is situated in the Southwick Village Green within the Conservation Area. The modern design shopping parade is nearby.

Relevant Planning History
None

Consultations
ADCAG : *Approve*

Representations
None

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB19
National Planning Policy Framework paragraph 67

Planning Assessment

Principle

Upgrading of signage is acceptable in principle, subject to the statutory test of new development in the Conservation Area being satisfied.

Amenity

The building to which the adverts would be attached is modern with horizontal architectural details (wide windows, shiplap cladding, and flat roofs). The adverts to the main building would be integrated with this design.

The new hanging sign would replace a pictorial image which is regrettable. But this is not an old image and the building's association with the adjacent Green is retained by the incorporation of the same image in an updated style.

As part of the updating of the signage, an unauthorised unsightly sign is to be removed by end of April 2013.

For these reasons, no harm would arise onto the amenity value of the Conservation Area (its established character and appearance).

Highway Safety

The intensity of illumination is moderate and would not distract highway users to an extent that would cause a danger. There is already background illumination and traffic speeds are slowed at this point.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard 5
2. Approved plans
3. The existing unauthorised sign to the south-west corner of the site is unacceptable and shall be removed from the site by the end of April 2013 as stipulated on the approved plans

Is recommendation contrary to any representations? N

Case Officer signed: Matthew Porter Date: 15-2-2013

Authorised and signed by: Peter Barnett Date: 18 February 2013