Development Management - Delegated Officer Report

Application Number: AWDM/1055/18 Recommendation – Approve

Site: Sussex County Croquet Club, Victoria Road, Southwick

Proposal: Advertisement Consent for panel sign mounted onto fence at western entrance from Kingston Lane and new freestanding panel sign mounted on posts behind existing fence at northern entrance from Park Lane for Sussex County Lawn Tennis Club.

Date of site visit: 24 July 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Sussex County lawn Tennis Club which shares a site with the Croquet Club. It has a vehicular entrance off Kingston Lane and a pedestrian entrance in Victoria Road. The site lies within the Kingston Buci Conservation Area.

The application seeks consent to display two non illuminated signs:

1. A post and panel sign 900mm by 2490mm to be mounted on the boundary fence facing Kingston Lane below an existing sign of the same proportions.

   It will consist of white lettering on a green background.

   An existing sign affixed to the fence will be removed.

2. A post and panel sign 1.5m by 0.5m to be mounted on posts behind the boundary fence on Park Lane. The fence is on higher ground than the road, positioned on top of a raised planted area.

The application has been amended from the original submission to reduce the visual impact of the proposed signs. Both are non illuminated.

Relevant site history

None relevant

Consultations

ADCAG: No comments received

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15, 17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (July 2018)

Planning Assessment

Visual amenity

Sign 1 at the main entrance would be placed on the fence below the existing croquet club sign and would be a less prominent feature. While larger than the existing tennis club sign (which is also on the fence and is to be removed), the proposal is considered to be acceptable in visual terms.

Sign 2 will sit above the top of the fence on raised ground and will be more prominent than the existing sign which is mounted on the fence but which is obscured by the overgrown raised verge. Maintenance of the verge is outside of the applicant's control and they wish to have a more noticeable sign in order to attract new members. While raised above pavement level, it is set back and will not be unduly obtrusive. Its size has been reduced from the original plans and, overall, it is considered to have an acceptable visual impact.

Public Safety

Neither of the signs will harm public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans

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

Case Officer: Peter Barnett Date: 6 September 2018

Authorised by: Gary Peck Date: 7 September 2018