Development Control – Delegated Officer Report

Application Number: ADC/0346/09 **Recommendation – Permit Application**

Site: **90 High Street Shoreham-by-Sea West Sussex BN43 5DB**

Proposal: **Internally-illuminated fascia lettering (retrospective)**

The Application

The site is within Shoreham Town Centre and the Conservation Area. A commercial unit currently occupied by a Fish and Chip restaurant and take away, at first floor level there is a self contained residential unit. Retrospective permission is sought for an internally illuminated fascia lettering at ground floor level. The lettering projects by 0.1 metres and is 0.3 metres in height. The existing fascia sign is blue and the lettering is white.

Consultations and Representations

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

A.D.C.A.G: **-** Recommend Approval

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

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.

Affect on the Conservation Area and Visual Amenity

The sign is not considered to have any adverse impact on the character and appearance of the Conservation Area or surrounding built environment. The site is within Shoreham town centre within the main shopping area where fascia signs vary in style and appearance and some of which are illuminated.

Public Safety

The sign does not result in any danger or hazard to public safety.

APPROVE subject to: -

Standard Advertisement Conditions

Case Officer. [redacted] .....Date..26/11/09.

[redacted] 26/11/09