Development Control – Delegated Officer Report

Application Number: AWDM/0192/13 Recommendation – Approve

Site: 19 Brunswick Road, Shoreham-by-Sea, West Sussex BN43 5XD

Proposal: Installation of two sets of built-up face illuminated letters, one internally illuminated projecting sign, one ATM header, one non-illuminated nameplate and three reverse applied vinyls

Date of site visit: 29th April 2013

Neighbours checked: Y
Additional neighbour notifications: N
Site Notice (Conservation Area): Y

Proposal, Site and Surroundings

19 Brunswick Road is Shoreham's central branch of Lloyds - TSB Bank. The site lies on the south corner of the junction of Brunswick Road with Western Road, within the central shopping area. It lies within the Shoreham Conservation Area.

Advertisement consent is sought for the display of two sets of built up illuminated face letters (one set to each frontage), one internally illuminated projecting/hanging sign, one ATM header, one non-illuminated nameplate and three reverse applied vinyl letters. The details are shown on the submitted plans as Item 1, Item 2m Item 3, Item 4 and Item 5, and are as follows:

Item 1: Two fascia signs, each consisting of 300 mm high green acrylic faced letters on descaled stainless steel, reading "Lloyds Bank", positioned on the existing white painted masonry of the fascia via the existing wiring bar, and each with a length of 2796 mm at a height of 4135 m above ground level. The internal illumination for the signs by LED lighting would be 540 candelas per square metre (c/m2).

These would replace the two existing fascia signs, reading "Lloyds TSB."

Item 2: One double-sided internally illuminated projecting/hanging sign. This would measure 700 mm by 700 mm by 60 mm. It would consist of white aluminium with a light green trim incorporating a 350 mm high pushed through 'black horse' logo. The sign would be mounted at a height of 3.43 m above ground level on the splayed corner of the building in line with the fascia. Its internal illumination by LED lighting would be 540 c/m2.

This would replace the existing internally illuminated 'Lloyds TSB' projecting box sign.

Item 3: One illuminated ATM header. This would consist of a green acrylic sign measuring 865 mm long by 367 mm high incorporating a 'black horse' logo on a white background, with white LEDs around its perimeter to give halo illumination luminance 35.7 c/m2.

This would replace the existing illuminated cashpoint Lloyds TSB sign over the ATM.

Item 4: One non-illuminated folded Dark Green aluminium nameplate, measuring 490 mm high by 340 mm with pushed through stainless steel letters, 'Shoreham By Sea' and vinyl graphic to face, to be positioned to the left-hand side of the main entrance at height of 1.5 m above ground level.

Item 5¨Three-off reverse window vinyls, measuring 297 mm long by 210 mm high, advertising opening hours etc.

Consultations

None

Representations

None received.

Relevant Planning History

2006: Advertisement consent granted (ADC/0494/06) for two illuminated fascia signs and one internally illuminated projecting sign

Relevant Planning Policies

Worthing Core Strategy (WBC 2011): 16
National Planning Policy Framework (CLG 2012)

Planning Assessment

Under the above policies, new or replacement outdoor advertisements on a building in a Conservation Area will be permitted, so long as they would reflect, and preserve or enhance, and would not materially harm, the historic character and appearance of the building concerned and the street scene and Conservation Area, in size, proportions, positioning and method of display, design, materials and illumination, and so long as their illumination would not unacceptably impact on the occupiers of neighbouring or nearby properties.

The proposed signs, identified in the application as Items 1 to 5, would be standard replacement and new signs for Lloyds Bank, using their new corporate dark green, black and white colour scheme, replacing the existing dark blue Lloyds TSB signs, to the removed.

In my opinion, the proposed fascia signs, projecting sign, ATM header, name-plate and window vinyl signage would each relate sympathetically in size, design, proportions, materials, method of display and positioning to the historic and architectural features and overall character and design of the building as a whole, including the head Post Office portion in the same building, adjacent to the south. Further, the proposed signs would not stand out as unduly prominent features within the street scene. These replacement signs, using dark green as the predominant colour with stainless steel as the backing material would introduce a more traditional form of signage into the street scene at this point, and on a prominent corner building, which in my view would enhance the historic character and appearance of the Shoreham Conservation Area. Further, the proposed illuminated signs would not result in any serious loss of amenity to the occupiers of any residential property in the vicinity. In view of this, it is not considered necessary to restrict the hours during which the illumination of the signs should be permitted.

In summary, the application signs are considered to be acceptable under the above policies.

Advertisement consent is accordingly recommended subject to the standard 1 to 6 conditions.

Recommendation

Grant advertisement consent, subject to the Standard Conditions 1 to 6.

Is recommendation contrary to letter(s) of representation? No

Case Officer: HBM Date: 29th April 2013

Authorised by: PD Date: 30.4.13