Expiry Date - 04/08/2010

Development Control – Delegated Officer Report

Application Number: ADC/0200/10 **Recommendation – Permit Application**

Site: **35 - 37 High Street Shoreham-by-Sea West Sussex BN43 5DD**

Proposal: **New signage including internally illuminated fascia sign and externally illuminated projecting sign**

The Application

This application relates to the former Alliance & Leicester building in the High Street, Shoreham within the Conservation Area. Advertisement consent is sought for the replacement of the existing signage with the following (as amended):

- 1 non illuminated aluminium fascia (3.8m by 0.75m) powder coated to match the building colour with red, halo illuminated individual letters and logo for Santander, with blank side panel
- 1 externally illuminated aluminium projecting sign, coloured red with a white logo measuring 0.7m by 0.6m, illuminated by a light trough above the sign
- An internally illuminated ATM header panel with logo and new slip bin

Consultations and Representations

Consultations/Comments

West Sussex County Council – No objection

ADCAG – (Commented on original plans which showed a larger, brighter fascia panel) – the illumination should be reduced and the overall sign should be reduced

Third Parties

No representations received

Relevant Planning Policies and Guidance

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Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
Design Bulletin No. 2 "Shopfronts"
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

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.

Design Bulletin No. 2 "Shopfronts" advises that shop fronts that have been amalgamated are often linked by a continuous fascia which is too dominant and often cuts across the pattern of the street. Projecting signs should hang from traditional brackets rather than be in the form of illuminated boxes.

Effect on the Conservation Area

The existing signage dates from 2002 (SU/247/02) and consists of internally illuminated lettering and logo for the former Alliance & Leicester.

Following negotiations with the applicants' agent, the proposal has been amended to avoid the use of a large, bright red fascia in order to make it more acceptable in terms of its impact on the character and appearance of the Conservation Area.

The simple red lettering and logo on a cream coloured background fascia panel to match the colour of the building is considered to be more subtle in appearance. The halo illumination is acceptable in this location. The projecting sign will have a red background with external illumination but it is a relatively small sign and this approach is also considered to be acceptable.

Recommendation

APPROVE

Subject to:

Standard advert conditions and:

6. The colour of the fascia panel shall match the colour of the existing building as closely as possible in accordance with a sample to be submitted to and approved in writing with the local planning authority prior to the sign hereby approved being displayed.
Reason – To preserve the character and appearance of the Conservation Area having regard to policy AB19 of the Adur District Local Plan

7. This ~~permission~~ Consent relates to the following approved plans date stamped received 9 June 2010:
1:1250 scale Location Plan, SAN01-H1-001, SAN01-P1-001, SAN01-V1-001, SAN01-AT-001
and the following approved plans date stamped received 8 July 2010:
Proposed Elevations, Photographic Representation, SAN01-L2-001, SAN01-L4-001
Reason– For the avoidance of doubt and in the interests of proper planning

Case Officer Peter Barnett Date 8/7/10

[redacted]