Development Management - Delegated Officer Report

Application Number: **Recommendation – Approve**
AWDM/0052/12

Site: **5 East Street, Shoreham-by-Sea, West Sussex BN43 5ZE**

Proposal: **Installation of non-illuminated timber fascia sign (to replace metal tray sign)**

Date of site visit: 17.01.12.

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings
The application relates to a the former Sussex Stationers shop located on the west side of East Street, a recently pedestrianised road, within the Church Precinct of the Conservation Area. The premises are now in the occupation of WHSmith who have erected a metal tray fascia sign in corporate colouring, which was deemed to be unlawful due to the height of the lettering (being in excess of 75cm).

Officers commented on the metal tray sign at pre-application stage and raised concerns regarding the appropriateness of the material used, and the height of lettering. The applicant has now amended the proposals so that they relate to a non-illuminated timber fascia sign, which would replace the existing unauthorised metal tray sign.

The advertisement would have applied timber 'fret-cut' lettering, 620mm in height (capitals) in white matt finish, onto a timber back board of corporate blue colouring. The main fascia 'sign' would be inset from the edges of the existing fascia area, by 30mm either side, and have a false blind-box moulded detail below 200mm in height, the timber surround would be painted white to match the lettering.

The shop has a white painted timber shopfront, split with three timber arches, with the central arch being a recessed double door entrance to the shop.

Relevant site history
This application is as a result of an enforcement investigation relating to the illegal display of the existing metal tray sign.

Consultations

Adur District Conservation Advisory Group: No objection.

Representations

Third parties: There have been no third party objections received.

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19.
Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy (ADC 2008).
National Planning Policy Framework (CLG 2012)

Planning Assessment
Policies
Saved local plan policy AB19 requires that applications for advertisement consent within a Conservation Area will only be granted where it respects the character and appearance of the conservation area; does not create a hazard to public safety; and that it respects the character, proportions and design of the building on which it is to be displayed, including traditional materials where necessary.

Visual amenity
The proposed amended design of timber fascia panels with fret-cut timber lettering is considered to be far more acceptable that the existing metal tray sign, particularly given the sensitive nature of the conservation area site, which has undergone extensive work to pedestrianise and improve the appearance of East Street.

The lettering themselves still have a large appearance with respect to the reduced facia height, as WHSmith have corporate guidelines which require the lettering to be 85% the fascia height of above shop advertising. However given that the materials used will give a softer appearance and that the fascia has been reduced in height, it is considered that the advertisement will preserve the character and appearance of the area, and would not detract from the appearance of the shop.

The proposed timber fascia would respect the existing timber frontage to the shop, which has a traditional central entrance lobby and timber mouldings to the window frames and existing fascia edges.

It is not considered that the proposed fascia would cause a hazard to public safety as it would be mounted flush with the front of the building with no discernable projection, and it would be located at its lowest point well above head height.

Recommendation

GRANT CONSENT

Subject to Conditions:- Standard adverts 1-5

6. Within 2 months of the date of this permission, the existing metal fascia sign shall be removed and the timber fascia sign as shown in the approved plans Sheet 01 and Sheet 02 received 17.02.12 shall be displayed in its place, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To preserve the character and appearance of the conservation area and to comply with 'saved' policy AB19 of the Adur District Local Plan.

7. Consent relates to approved plans:
   Drawing No: Sheet 00 1:1250 Site Location Plan and 1:500 Block Plan. Date Received: 17.02.12.
   Drawing No: Sheet 01. Date Received: 17.02.12.
   Drawing No: Sheet 02. Date Received: 17.02.12.

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

Case Officer: C Hone Date: 28.03.12

Authorised by: Jo Morin Date: 4 April 2012