Expiry
09.02.09

# Development Control – Delegated Officer Report

**Application Number: ADC/0585/08 Recommendation - Permit**

**Site:** **1 - 2 Royal George Parade Upper Shoreham Road Shoreham-by-Sea West Sussex**

**Proposal:** **3 replacement externally-illuminated fascia signs**

## The Application

The application relates to a small branch of CO-OP 'Welcome' supermarket located on the south side of Royal George Parade. The store (No's 1 & 2) is the easternmost of a pair of retail outlets (No's 1 & 2) within the same commercial block.

Currently the supermarket has an internally illuminated moulded plastic fascia sign which wraps around the building from the whole of the north (front) elevation, around to part of the east.

The proposal is to replace the fascia signage with an aluminium tray sign with moulded acrylic lettering fixed to it and in parts punched through. The fascia sign would be the corporate colours of the company. The fascia would be Pantone green (ref 375) with lettering in blue (ref 2757) and white, it would be externally illuminated by two troughlights, one above the front entrance and one to the east.

To the west of the site in the next retail unit is American Golf. It has a full height fascia sign with internal illumination. To the east is the Royal George Public House, which has a variety of different designed signage many of which are externally illuminated. Directly to the NE is the Holmbush roundabout on the Old Shoreham Road with the Holmbush shopping centre to the north.

## Consultations and Representations

### Third Parties

There have been no third party objections to the proposals.

## Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC1, DEV1.
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17.
Design Bulletin No. 2 Shopfronts.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

## Planning Assessment

***Policies***
Local Plan policy AB17 states that express consent for advertisements will only be granted where proposals respect the character and appearance of the surrounding area, and they do not create a danger or hazard to public safety.

***Visual amenity***
The proposed new fascia sign would be approximately 0.3m taller that the existing signage, and would now cover the whole height of the fascia area of the building (1.2m). The adjacent shop to the east (No.3) has a full height fascia so it is considered that this proposal would not appear particularly out of keeping.

The retail building is designed with a chamfered corner to the overhanging roof (NE), where the signage can wrap around the building. The east side of the building has architectural features in the forms of posts and brick panels which dictate the natural extent of the fascia signage. The proposed new fascia would not extend out of this area and therefore is considered acceptable.

The signage is proposed to be externally illuminated with strip lights which are screened by a diffuser that would prevent light shining towards road users and becoming a hazard.

The site is located in an area with little architectural merit or consistency, and is considered to be appropriate in scale and design for the retail units.

## Recommendation

Standard advertisement conditions 1-5.

6. C2B
7. The external means of illumination shall be installed in such a manner that the source of light is not directly visible from the road.

C2G amended **Reason:** *In the interests of visual amenity and highway safety.*

Case officer: [signature]
Date: 15.01.09.

PB 15/1/09