Expiry Date - 28/02/2012

Development Control – Delegated Officer Report

Application Number:
AWDM/0008/12

Recommendation – Approve Application

Site: **120 High Street Shoreham-By-Sea West Sussex BN43 5DB**

Proposal: **Relocation of illuminated sign (approved under AWDM/0212/11) from above entrance to veterinary surgery to east boundary wall above air conditioning units**

The Application

This application relates to the new veterinary surgery due to open shortly at the former garage premises at 120 High Street. Advertisement consent was granted in August 2011 for illuminated signage above the entrance facing north across the car park (AWDM/0212/11). This application seeks consent to relocate the sign to above the air conditioning units on the eastern boundary wall. The site lies just within the Conservation Area.

The sign measures 2.8m by 0.7m and it will sit above the air conditioning units on the boundary wall which is 2.4m high. This is smaller than the approved sign which measured 3.1m by 1.2m.

Consultations and Representations

Consultations/Comments

None

Third Parties

1 letter of objection received from the occupier of 8 Victoria Road:

- The relocation of the sign will make it directly visible from his property and it is inappropriate in a residential and conservation area

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

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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.

Visual and residential amenity

The relocation of the sign will remove it from the view of dwellings in West Street, the rear of which face the site. It will now face the access road and will be visible in long views from the High Street over 30m away. It will also be visible from the rear of dwellings in Victoria Road approximately 18m away. It is not considered that, at that distance, and at its relatively low height above the ground, that it will cause any loss of visual or residential amenity.

Only the lettering and logo, rather than the background, will be illuminated and only when the premises are open.

Recommendation

APPROVE

Subject to:

Standard advert conditions and

C2B
C2H
This permission relates to the following approved plans date stamped received 3 January 2012:
Location Plan
Drawing No. 2121/30 Advertisement Sign
Drawing No. 2121/20 Elevations and Plan
Reason– For the avoidance of doubt and in the interests of proper planning

Case Officer Peter Barnett Date 1 February 2012