Expiry Date - 17/02/2012

Development Control – Delegated Officer Report

Application Number:
AWDM/1111/11

Recommendation – Approve Application

Site: **Barclays Bank Plc 28 - 30 High Street Shoreham-By-Sea West Sussex**

Proposal: **Internally-illuminated fascia lettering and logo plus internally-illuminated projecting logo (replacing existing signage)**

The Application

This application relates to Barclays Bank on the north side of the High Street. The building is four storeys high with the fascia at ground floor level currently containing 'Barclays' in blue lettering with a small projecting sign.

It is proposed to replace the existing signage with new internally illuminated letters and logo and a new internally illuminated projecting sign.

Consultations and Representations

Consultations/Comments

ADCAG – Do not object

Third Parties

No representations received

Relevant Planning Policies and Guidance

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 projecting signs should hang from traditional brackets rather than be in the form of illuminated boxes. However, the existing projecting sign is already an illuminated box and the replacement sign will not result in harm to the Conservation Area.

Effect on the Conservation Area

The simple blue lettering and logo mounted directly onto the fascia is acceptable and is very similar to the existing signage, albeit with the addition of the small logo. The individual illumination of each letter is also acceptable in this location. The projecting sign will have a blue logo on a darker blue background with internal illumination. It is a relatively small sign and this approach is also considered to be acceptable.

Recommendation

APPROVE

Subject to:

Standard advert conditions and

This permission relates to the following approved plans date stamped received 23 December 2011:
Location and Block Plans
Standard Internally Illuminated Letters Size Detail
Drawing No. 174-470-621 (Front Elevation as Proposed)
770 Illuminated Projecting Sign
Standard Internally Illuminated Letters
Reason– For the avoidance of doubt and in the interests of proper planning

Case Officer Peter Barnett Date 1 February 2012

1/2/12