P.E 14/6/07
expiry.
12/7/07

Development Control – Delegated Officer Report

Application Number: ADC/0298/07 **Recommendation – Permit Application**

Site: **St Peters Roman Catholic Church West Street Shoreham-by-Sea West Sussex**

Proposal: **Signboard and notice display case on church**

The Application

The site is located within the built up area and Shoreham Conservation Area, a single storey Catholic Church building with a pitched roof located in a residential area near the town centre of Shoreham. The building fronts North Street to the south and West Street to the west. A car park is located to the north of the building with two accesses in an 'in' 'out' access arrangement. Beyond the car park further to the north is the railway line. To the east is the rear of neighbouring, terraced residential properties.

Advertisement consent is sought for a non illuminated, wooden painted sign to be erected on the south-west elevation of the building which will front onto North Street and West Street. The sign is to be erected 1.8 metres above the ground level, will be 1.2 metres in height and 1.7 metres wide. The main, background colour is cream with black lettering giving details of the name of the church and providing directions to the entrance, a small 'crosskey' image is also to be painted with gold leaf detail.

Also proposed is a silver aluminium poster display case, 0.05 metres deep with a security lock and clear polycarbonate face, 1.05 metres high and 0.75 metres wide.

Consultations and Representations

Third Parties: - 1 letter of support has been received.

A.D.C.A.G: -We raise no objection to the sign panel however we consider the notice board is unsuitably sited we would support next to the front entrance.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): CH4,
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AB4, AB19
Adur Development Plan – Submission Core Strategy 2006-26 (ADC 2007): ENV10
PPG15 'Planning and the Historic Environment' (DoE 1994)

Planning Assessment

Policies

Policy CH4 of the West Sussex Structure Plan states that development should not be permitted unless conservation areas will be preserved and, where possible, enhanced.

Policy AB19 states that consent for advertisements within Conservation Areas will only be granted where the advertisement respects the character and appearance of the area, does not create a danger or hazard to public safety, respects the character, proportions and design of the building on which it is to be displayed.

Impact on the Character and Appearance of the Street Scene and Conservation Area

It is considered that the proposed sign and display case will be acceptable in this case. The colouring, scale and position of the signage will not be prominent within the street scene and conservation area. The signage will respect the character and appearance of the site and surrounding area, therefore preserving the character and appearance of the conservation area. The proposal therefore complies with policies AB4, and AB19 of the Adur District Local Plan.

Public Safety

The proposed sign and display case will not create a danger or hazard to public safety due to the fact that they are located within the site and of modest size and scale, and are non-illuminated. The signs and display case will be visible from the highway to the south, North Street and to the west, West Street, however will not cause a distraction to highway users. The proposal therefore complies with part (b) of Policy AB19 of the Adur District Local Plan.

Recommendation

APPROVE for reason that :-

1-5 Standard Advertisement conditions

Case Officer.....Date...18\6\07..... CJ 26.6.07

Head of Planning and Community.....Date...25/6/07.....

Chair of Planning Committee.....Date...2/7/07.....