Expiry Date - 21/01/2011

Development Control – Delegated Officer Report

Application Number: ADC/0386/10 **Recommendation – Permit Application**

Site: **6 - 8 High Street Shoreham-by-Sea West Sussex BN43 5DA**

Proposal: **Externally-illuminated fascia sign (retrospective)**

The Application

This application relates to Maxi's Supermarket in the High Street, Shoreham within the Conservation Area. Retrospective advertisement consent is sought for the installation of an externally-illuminated fascia sign.

The aluminium sign measures 10.86m wide across the double frontage and 0.5m high. It is yellow with purple vinyl lettering but with the word "Premier" in white writing on a purple background. Illumination is provided via a trough light above the sign which shines light back onto the fascia.

Consultations and Representations

Consultations/Comments

ADCAG – No objection to the fascia but, although beyond their remit, the internal 'stick-on' adverts are gross and detract from the street scene in a conservation area.

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 shop fronts that have been amalgamated are often linked by a continuous fascia which is too dominant and often cuts across the pattern of the street. Acrylic flat or box fascias in bright, garish colours will not normally be accepted.

Effect on the Conservation Area

The shopfront has been painted a purple colour and the sign has a bright non–traditional appearance which would ordinarily appear out of character in a Conservation Area. However, the building on which it is displayed is a modern infill with a flat-roof and it too has a non-traditional appearance.

The depth of the fascia is quite shallow at 0.5m and, while having a wider frontage than its neighbours, the sign does not appear as an unduly prominent feature. There is a yellow fascia sign on a nearby property (Dogs Trust) and the colouring does not therefore appear too out of place.

The method of illumination is by way of a light trough running across the width of the shopfront which illuminates the sign from above. The fascia itself is not illuminated and, on balance, the overall visual impact in the Conservation Area is considered to be acceptable.

Recommendation

APPROVE (retrospective)

Subject to;

Standard Advert Conditions and

> 6. This permission relates to the following approved plans date stamped received 26 November 2010:
> 1:1250 scale Location Plan, Drawing No. M-34409-1A (fascia and lighting details), Drawing No. VIS-34409-1D (section)
> Reason– For the avoidance of doubt and in the interests of proper planning

Case Officer Peter Barnett Date 17 January 2011