Development Management – Delegated Officer Report

Application Number: AWDM/0345/20 Recommendation – Approve

Site: 1 Mill Lane, Shoreham-By-Sea

Proposal: Replacement non illuminated fascia sign

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: No site visit, used applicant's submissions and google maps.

Proposal, Site and Surroundings

The application site is a two storey detached building which is of brick and tile construction. It is currently an office/business use with an existing non illuminated fascia sign across the front of the building. Consent is sought here to replace the existing non illuminated fascia sign with another non illuminated sign with different graphics and colours. Also submitted is an application for consent to upgrade and change the front elevation of the building, this is subject to a separate application AWDM/0344/20. This application is for advertisement consent for the signage only.

The proposed sign is 6.5 metres long and 0.5 metres high. It will be positioned above the door height and first floor level. The same height as the existing signage which is currently wider than that proposed.

Representations

1 representation has been received from owner/occupier of 3 Mill Lane: -

This comment relates to the proposed fascia sign.
We welcome the proposal that this sign be smaller in size than the existing sign. However we feel that a sign of the size proposed is not appropriate or necessary for a business in this location. The location is a residential street where passing trade barely exists.

We accept entirely that the business needs to indicate the name of the company on the building, but we suggest that this could be adequately achieved by confining the width of the sign to the width of the building's archway (for example). We ask that a more discreet sign is considered.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2 8, 11 and 15, 17.

Planning Assessment

Assessment

The principle of the replacement non illuminated signage is acceptable here. It is replacing existing non illuminated signage and includes an upgrade of the existing building frontage. It can be supported in principle subject to consideration of its impact upon the character and appearance of the area and the impacts of the development on neighbour amenity and public safety.

The signage is to replace existing signage on a commercial building within a residential built up area. The signage will be non illuminated and replace an existing similar advertisement. The sign will be smaller than that existing not spanning as much of the width of the building although it will be slightly higher in scale, (not position this will remain the same level on the building.)

An objection has been raised by a local resident as to the scale of the proposed signage however in the light of the existing signage and this being a replacement it is not considered that there is any significant additional harm to visual or residential amenities in this case.

The building is not listed but is adjacent to a Conservation Area. The proposal will preserve its setting.

No illumination is proposed as existing. There will be no harm to public safety, no distraction to highway users.

Recommendation APPROVE

1-7 Standard conditions.
8. Approved Plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to any representations? Yes

Case Officer signed: Hannah Barker Date: 24th April 2020

Authorised and signed by: Peter Barnett Date: 28 April 2020