Development Management - Delegated Officer Report

Application Number: AWDM/1907/16 Recommendation – Approve

Site: 394 - 398 Brighton Road, Shoreham-By-Sea

Proposal: Installation of 3 internally illuminated fascia signs and pole mounted non illuminated forecourt sign

Date of site visit: 9 January 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the former Frosts showroom on the north side of Brighton Road which has recently been converted into a gym under planning permission AWDM/1480/16.

As amended, this application seeks consent to display 3 internally illuminated fascia signs and a non illuminated sign at the west end of the forecourt fronting Brighton Road.

The fascia signs have white or yellow lettering on a black background andare to be positioned at intervals along the building's frontage on existing projecting features. The signs measure 2.05m wide by 0.8m tall and are to be illuminated internally (lettering only).

The forecourt sign will measure 1.12m high and 0.8m wide. It will sit on posts at the west end of the forecourt.

The site lies within the Shoreham Conservation Area.

Relevant site history

ADC/0379/08 – Replacement internally-illuminated signage

AWDM/1480/16 – Change of use of ground floor from car showroom to Class D2 sports and fitness centre.

Consultations

ADCAG: Approve

Representations

2 letters of objection to the original plans received from The Shoreham Society and the occupier of 30 Lesser Foxholes:

- Concern at number of applications to install illuminated signage in the Conservation Area.

- Large panels proposed.
- Such signage is normally prohibited in conservation areas and could set a precedent if approved
- Can a design guide for what is acceptable be produced?
- Will spoil the area, look very commercialised and create more light pollution

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
Submission Adur Local Plan 2016: Policy 15
National Planning Policy Framework (March 2012)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The application has been amended from its original submission to reduce the number of signs overall and to reduce the amount of illumination. It is now comparable to the signage previously at the building when it was occupied as a car showroom. Notwithstanding the objections received, it is considered that the proposal preserves the appearance of the Conservation Area when compared with the previous signage and is acceptable.

Public safety

The signs do not cause harm to public safety. The level of illuminance, at no more than 150cd/m2, is within the level for Zone E3 based on WSCC standing advice and they would not interfere with the publically maintainable highway.

Recommendation

APPROVE

Subject to 6 standard advertisement consent conditions and the following condition:

7. Approved Plans
8. Only the lettering and no part of the background of the fascia advertisements hereby approved shall be illuminated
9. The advertisements shall not be illuminated except during the hours that the premises are open for business
10. The pole mounted sign on the west side of the forecourt shall not be illuminated in any way

Is recommendation contrary to letter(s) of representation? Y

Case Officer: Peter Barnett Date: 3 February 2017

Authorised by: Gary Peck Date: 3 February 2017