# Development Control – Delegated Officer Report

**Application Number: ADC/0341/09 Recommendation – Grant Consent**

**Site:** **92 High Street Shoreham-by-Sea West Sussex BN43 5DB**

**Proposal:** **Retrospective consent for display of advertisement on front elevation above ground floor level (non-iluminated)**

## Application

The site is within Shoreham Town Centre and the Conservation Area. A retail unit at ground floor level with office and residential above. The unit is currently occupied by a florists with a traditional style shop front and fascia sign. Retrospective permission is sought for a painted fixed sign at first floor level which is externally illuminated, the sign is 2 metres high and 1 metre wide.

## Consultations and Representations

***Third Parties:*** **-** One letter of support has been received from the freeholder of 92 High Street stating that signage was previously at first floor level at this site historically, and that this was a common feature in the High Street and in Shoreham in general.

***A.D.C.A.G:*** **-** Generally no objection to the sign design but not happy with precedent. However on its own merit it is acceptable.

## Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

## 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.

***Affect on the Conservation Area and Visual Amenity***

The council do not wish to set a precedent for this form of advertisement at first floor level as it could lead to a similar proposals which would have a cumulative negative affect on the visual amenity of the area and the character and appearance of the Conservation Area. However it is considered in this case judged on its own merits the sign is acceptable in isolation due to its traditional design and appearance. The sign relates to the existing traditional shop front due to its fixing, design, colour and lettering it therefore contributes to the character and appearance of the Conservation Area.

## Recommendation

APPROVE subject to:

1. Within 3 months of the date of this permission the means of illumination shall be removed from the building frontage. Prior to its removal the sign hereby permitted shall not be illuminated at any time. Reason: In the interests of visual amenity and to accord with policy AB19 of the Adur District Local Plan.

Standard conditions

Case Officer.. [redacted] .....Date.....27/10/09.

[redacted] 27/10/09