Development Management - Delegated Officer Report

Application Number: AWDM/0328/15 Recommendation – Approve

Site: The Ropetackle Centre, Little High Street
Shoreham-By-Sea, West Sussex, BN43 5EG

Proposal: Installation of internally illuminated box sign

Date of site visit: 26 March 2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Ropetackle/Basepoint building at the western end of the High Street, just outside of the Shoreham Conservation Area. The main signage on the building has recently changed from 'Ropetackle' to 'Basepoint' although permission exists to reinstate the Ropetackle name in addition to Basepoint but this has not yet been carried out.

The Ropetackle Arts Centre occupies the ground floor and mezzanine within the building and an additional sign is proposed to improve identification of the premises for customers. It is proposed to display a fascia sign measuring 0.5m wide and 2.2m high on the eastern elevation of the building facing the High Street. It is to be positioned 2m above pavement level adjacent to the entrance to the Centre. The sign will consist of a black aluminium panel with individual lettering displaying the name 'Ropetackle' in blue lettering (with the exception of the letter 'O' which will be red and in the style of the existing logo). The letters will be internally illuminated by fluorescent tubes.

Relevant site history

AWDM/1750/14 - Application for advertisement consent to display "Ropetackle" lettering in addition to "Basepoint" lettering on east, north and south elevations - approved

Consultations

None

Representations

1 letter received supporting the application

1 letter received objecting to the proposal on the ground that the building is ugly and any illuminated sign will be unnecessary and attract attention to it.

Relevant Planning Policies

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

Planning Assessment

Visual amenity

The east elevation of the building currently contains the main Basepoint name on the tower with a smaller non illuminated sign below the tower at ground floor level. That sign is circular and contains the name “Ropetackle Arts Centre”. The proposed sign would therefore be the second one on the same elevation advertising the Arts Centre. However, the Ropetackle Centre Trust has advised that customers have difficulty locating the centre, especially at night, as the existing signage is not illuminated.

The proposed sign would introduce illuminated signage to the building but the proposed sign and method of illumination is considered to be modest and not unduly intrusive, with only the lettering illuminated from behind. It is not considered that the proposed sign will have an adverse visual impact on the character of the building or the setting of the Conservation Area.

Public Safety

The proposed sign is not considered to be a risk to public safety. It will have an illuminance level of 300 cd/m2 which is not excessive.

Recommendation

APPROVE

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

7. Approved Plans

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

Case Officer: Peter Barnett Date: 16 April 2015

Authorised by: Gary Peck Date: 16 April 2015