Application No.: ADC/0728/07 **Recommendation – Permit Application**

Site: **2-4 Buckingham Road, Shoreham-by-Sea, West Sussex**

Proposal: **Retention of Two Internally-Illuminated Wall-Mounted Display Units on Side Elevations**

The Application

Identified in the Local Plan as being within the Town Centre of the built-up area of Shoreham (a site allocated for a mix of shopping and business type land uses), the application site contains a double storey mixed use building containing a retail 'One Stop Shop' on the ground floor with two residential flats above.

This retrospective application proposes the retention of two 1.31m wide by 1.905m tall ($2.5m^2$) aluminium framed, perspex sign display cases, that are internally illuminated by four 50w fluorescent lamps that emit a maximum luminence of 658 candelas/m^2. Advertisements displayed in the cases vary in nature and are not limited to the business they are attached too or the products they sell or services they provide.

The business itself has three illuminated fascia signs that wrap around the front and approximately the first 4m of the side elevations of the building (that identify the name of the retailer), as well as a small projecting sign at high level that advertises one of the various services they provide. The business also makes use a number of existing windows by having inserted large prints that in the middle simply advertise their hours of operation.

The building sits by itself at the front the railway station car park, with the station building itself to the south, and a public bar to the north. On the opposite side of Buckingham Road are a number of small business and retail operations with residential accommodation above.

Consultations and Representations

Third Parties: Council has received no representations with respect to the application.

Relevant Planning Policy and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005):

DEV1

Adopted Adur District Council Local Plan 1993-2006 (ADC 1996):

AB13, AB14, AB15, AB17, AS1

PPS6 'Planning For Town Centres' (DCLG 2006)

Planning Assessment

Policies

PPS6 identifies a key Government objective for Town Centres as being to promote their vitality and viability by planning for the growth and development of town centres; promoting and enhancing existing centres by focusing development within such centres; and encouraging a wide range of services in a good environment that is accessible to all. In doing so the policy places a strong emphasis on the promotion of high quality and inclusive design which improves the quality of the public realm and open spaces; protects and enhances the architectural and historic heritage of centres; provides a sense of place and a focus for the community and for civic activity; and ensures that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents alike.

Policy DEV1 of the West Sussex Structure Plan encourages high quality development in general, recommending that the construction, layout, scale, appearance and landscaping of development be of high quality taking into account the need (amongst other things), to integrate with and where possible enhance adjoining land use; minimise conflicts between land use and activities; have regard to context of the site including site characteristics, the relevant townscape/streetscape, views into and out of the site and building materials and styles.

Policy AB13 of the Local Plan picks up on DEV1 in that it states that proposals shall be sensitively designed using materials sympathetic to the location, whilst Policy AB17 states that consent for advertisements will only be given for proposals which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Impact on Character and Appearance of Locality and Street Scene

Judging the application on its individual merit, it is not considered that the signage will be detrimental to the character and appearance of the surrounding locality. The site is predominantly a commercial use located within the town centre as allocated within the Adur District Local Plan and whilst the signage does not directly relate to the business to which it is attached signage of this nature is not considered inappropriate in this case.

In support of this perspective is the abundance of non-related railway signage located within and around the adjacent railway station directly to the south of the application site. There are also examples of illuminated signage within the vicinity of the site, including businesses on the opposite side of Buckingham Road in addition to the attached retail operator itself.

Despite the existence of those signs it is not considered that the retention of the signs the subject of this application represents an over dominance of signage on the building which would be detrimental to the character of this locality. Therefore the application is considered to comply with part (a) of Policy AB17 of the Local Plan.

Residential Amenity

Aside from the flats above (which are unaffected by the proposal), the site is relatively remote from nearby residential land use, and the signs are not considered to have such an impact on the residential amenity of nearby properties as to warrant refusal of the application on this basis.

Public Safety

Despite being readily visible to vehicles using Buckingham Road and the entrance to the adjacent railway station car park, the signage is not considered to create a danger or hazard to public safety in terms of a distraction to passing vehicular traffic. The application is therefore also considered to comply with part (b) of Policy AB17 of the Local Plan.

Recommendation

APPROVE

Subject to:-

1-5. Standard Advertisement Conditions

6. C2Aii (illumination intensity limited to 686 candea/m^2)

7. C2B (illuminated only during business hours)

Case Officer: ..... Date: 14/1/08