Development Management - Delegated Officer Report

Application Number: AWDM/0380/20 Recommendation – Approve

Site: 35 - 37 High Street, Shoreham-By-Sea

Proposal: Advertisement consent for proposed 1no. internally lit fascia sign and 1no. internally lit projecting sign to north elevation.

Date of site visit: Viewed using Google Maps

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the ground floor unit within a three storey building on the south side of the High Street, within the Shoreham Conservation Area. It was formerly occupied by Santander (Class A2) and a separate application proposes to change the use of the ground floor to a betting shop (sui generis) to be occupied by Ladbrokes (AWDM/0379/20). This application seeks consent for new signage

The fascia sign will read “Ladbrokes” in red coloured individual lettering with halo illumination. The projecting sign has a single ‘L’ in white lettering on a red background, illuminated from above on both sides by trough lighting.

Relevant Planning History

NOTICE/0021/19 - Application for permitted development for prior approval for change of use from offices (Use Class B1a) to 8no. residential units (Use Class C3) on first and second floors – approved

ADC/0200/10 – Replacement signage including partly halo- illuminated fascia sign and externally-illuminated projecting sign - approved

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 11, 15, 17, 27
National Planning Policy Framework (February 2019)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed signs are modest in size and the fascia does not extend across the entire shop frontage. The previous Santander fascia sign also comprised individual red lettering with halo illumination. The projecting sign was also externally illuminated so in visual terms there will not be a significant difference. The Conservation Area and the character of the High Street will be preserved.

Public safety

The signs will not result in harm to public safety. They will have a luminance level of 800cd/m2 which is considered to be appropriate for a town centre.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions and

Hours of illumination limited to opening hours

Case Officer: Peter Barnett Date: 4 June 2020

Authorised by: Gary Peck Date: 4 June 2020