Comments for Planning Application AWDM/0955/16

1 message

planning@adur-worthing.gov.uk <planning@adur-worthing.gov.uk> 18 July 2016 at 10:21
To: planning@adur-worthing.gov.uk

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 10:21 AM on 18 Jul 2016 from Mr Gerald Thompson.

Application Summary

Address:	The Shoreham Centre Pond Road Shoreham-By-Sea West Sussex BN43 5WU
Proposal:	Application for advertisement consent for 8 signs, comprising: 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non-illuminated free standing monolith signs located adjacent to the front, rear and main car park entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.
Case Officer:	Gary Peck

Click for further information

Customer Details

Name:	Mr Gerald Thompson
Email:	[redacted]
Address:	57 Connaught Avenue, Shoreham-By-Sea, West Sussex BN43 5WL

Comments Details

Commenter Type:	Added to Speaker List
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design
Comments:	The Shoreham Society committee, representing 500+ residents of the town, is extremely concerned about the proposal to install two internally illuminated fascia signs, five monolith signs, and one internally illuminated acrylic panel on the frontage of the Shoreham Centre in Pond Road. We are concerned about the internally illuminated components of the proposed signage. This is a reiteration of our objection made when this application for permission was originally presented. We feel that internally lit signage is totally inappropriate in the conservation area, especially so close to the heart of the area ie next to St Mary's church. In our view, traditional external fixed lighting to illuminate signage would work just as well, and indeed would look a lot better in this sensitive context. Predominance of traditional architecture and design features is what conservation areas are about, and such thoroughly modern lighting features as internally lit panels are in our view the antithesis of this. If such features were to be allowed and a precedent established,

there would be no way of restricting use by other businesses, and the heart of the conservation area would be steadily and completely transformed – not only at night but in the daytime too. La Galleria restaurant, which has had such signage installed without planning permission, has been ordered not to use the internal illumination, or the whole signage will be ordered to be removed. So a decision not to permit such signage on the Shoreham Centre would be consistent with this policy. The Society was recently pleased to award our plaque to the Shoreham Centre in recognition of the skilful preservation of vernacular tradition - as the building stands. We would not be able to uphold this award to a building with neon style external signage. The preservation of the conservation area is what makes the centre of Shoreham truly special; we want to see this precious and delicate heritage preserved. Let's keep the heart of Shoreham special! On the closely related note referred to above, we are also concerned that the owners of La Galleria did not follow council instructions to remove the blue illuminated signage facing north, and change the blue lighting along East Street to white. They have also now not followed the subsequent council instruction to refrain from using the internal lighting on the north facing signage, as they agreed to do as an interim solution - all these lights are switched on every evening, as the photos which we have supplied to the planning department verify. We understand that the owners of La Galleria have a long history of repeatedly ignoring planning requirements that goes back at least ten years. We would like to see the planning department's instructions to them finally and firmly enforced. The Shoreham Society