permit expiry 6/2/08

Development Control – Delegated Officer Report

Application Number: ADC/0758/07 Recommendation - Permit

Site: **22 - 26 High Street Shoreham-by-Sea West Sussex BN43 5DA**

Proposal: **Replacement internally-illuminated fascia sign and projecting sign**

The Application

The application relates to a branch of The Co-op supermarket located on the north side of Shoreham High Street, within the Conservation Area.

The proposal is to replace the existing internally illuminated fascia and projecting signage which occupies one half of the frontage, with a projecting sign and fascia sign which is the whole width of the premises.

Attached to the west is located a branch of Barclays Bank, a three storey-building with residential accommodation above. Attached to the east is The Information Shop a small technical supplies outlet which is located in a two-storey building.

Other shops within the high street have had approved internally illuminated fascia signage, most notably, Woolworths (SU/211/05) and Subway (ADC/230/07), both of which only had the lettering in the fascia signage illuminated.

Consultations and Representations

ADCAG: State that they feel this is only acceptable provided the green background is non illuminated. Allowing for full illumination of the large background would set an unacceptable precedent.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): DEV1, CH4
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB19
Design Bulletin No. 2 Shopfronts

Planning Assessment

Planning Assessment

Policies
The site lies within Shoreham Conservation Area where there is a statutory duty to pay attention to the need to preserve or enhance Conservation Areas. Local Plan policies AB3-4 require that the level of traffic flow, or other activity do not have an adverse effect to the character of the Conservation Area, and that the design and construction materials be of a high standard.

Design Bulletin No.2 relates to Shopfronts and states that building that lie within Zone 2 of the controls zones (as is the case here) will be in a more mixed character area where many alterations have already occurred. Fascias with individually internally-illuminated lettering on an opaque background will normally be permitted.

Affect on the Conservation Area
The proposed fascia sign is larger than what exists currently, however the shop front has a designated fascia across the whole of its frontage and the signage would not appear out of place covering the whole of this area. The existing fascia area is plain with no architectural features of merit.

Whilst projecting signs are generally resisted within the shopping area of the Conservation Area, in this instance the shop has an existing projecting sign that would be replaced of similar size and in the same location. Therefore it is considered that the projecting sign is considered acceptable.

The applicant has stated on their application form that the 'letters only illuminate' and on the submitted drawings it is stated that the internal illumination will give a 'halo' effect around the word 'co-operative' which is consistent with other signage in the vicinity.

Recommendation

APPROVE for reason that :-

The illuminated fascia signage and projecting sign would preserve or enhance the character or appearance of the Conservation Area and would accord with the relevant policies of the Adur District Local Plan (AG1, AB19) and the adopted West Sussex Structure Plan 2001-16 (DEV1, CH4)

Subject to:-

Standard advert conditions 1-5

6. C2B

PB 11/1/08

Case Officer:
Date: 10.01.08