Expiry Date - 09/06/2014

Development Control – Delegated Officer Report

Application Number: AWDM/0465/14 Recommendation – APPROVE

Site: 21 East Street Shoreham-By-Sea West Sussex BN43 5ZP

Proposal: 1 x non illuminated fascia sign; 1 x non illuminated hanging sign; 1 x non illuminated acrylic panel

Date of site visit: 26/6/14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The proposal is for a new non-illuminated fascia sign, hanging sign and acrylic panels to the frontage of a Bank (A2) premises in the conservation area of Shoreham. The application property occupies the ground floor of the building which is the end of a terrace of properties close to the nearby church yard.

The proposed signage would be very similar in position, quantity, design, finish colour and scale to the current signage with a 500mm x 640mm square sign replacing the current circular projecting sign. A small vinyl applied advert would be placed on the most northerly window and an A1 size poster sign on the window nearest the door. A small window panel and wall mounted signs would be applied to the frontage at eye level. Whilst a new ATM is indicated on the drawings, there are no details of this other than the unit being of the same size and position as the current ATM. This may be subject to a separate application.

The main fascia sign would be 380mm deep and the full width of the frontage between the building's stone brackets as at present. The lettering on the main fascia sign would be 1378mm wide.

Relevant Planning History

The below applications were previously approved.

SU/185/02/TP/20073 - replacement and additional signage (part internally-illuminated & part non-Illuminated)

SU/201/00/TP/18834 - satellite dish at firstfloor level on south side

SU/146/94/TP/15623 - installation of cash dispenser and bin with associated alteration to window

SU/133/94/TP/15581 - internally-illuminated attachment to projecting sign and

non-illuminated Litter bin sign at side of cash dispenser.

Consultations

Conservation Area Advisory Committee: No objections

Representations

None

Relevant Planning Policies and Guidance

Saved Adur Local Plan policies: AG1, AB17, AB20-21
National Planning Policy Framework DCLG 2012

Planning Assessment

Principle

Upgrading of commercial premises in this location is acceptable in principle.

Visual amenity

The proposed shop adverts are of a good standard of design and would be very similar to what is already placed on the building in size, colour, lettering and position. The limited difference in the signs between current and proposed would mean that there would be no material change in the appearance of the building or the terrace of units. There would thereby result no significant change or therefore harm to the visual amenities or character of the Conservation Area.

Effect on neighbours

Residential accommodation is nearby above the commercial premises. However, with no illumination proposed for the signage, there would result no change in the effect of the advertisements upon the living conditions of any residential occupiers.

Recommendation

APPROVE

Subject to Conditions (Advert):-

1. Standard 6 conditions
7. Approved Plans location plan and drawing nos. L(0)0110 and L(0)0113 received 14/04/14.

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material

considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to any representations? N

Case Officer signed: L Simmons Date: 5/8/14

Authorised and signed by: J Morin Date 6.8.2014