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Comments for Planning Application AWDM/1748/15

1 message

planning@adur-worthing.gov.uk <planning@adur-worthing.gov.uk> 10 February 2016 at 10:19
To: planning@adur-worthing.gov.uk

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

Comments were submitted at 10:19 AM on 10 Feb 2016 from Mr Gerald Thompson.

Application Summary

Address:	The Shoreham Centre Pond Road Shoreham-By-Sea West Sussex BN43 5WU
Proposal:	Two internally illuminated fascia signs, 5 internally illuminated monolith signs and one internally illuminated acrylic panel.
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:	Member of the Public
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design
Comments:	I write on behalf of the Shoreham Society committee, whose comment is as folllows: The Shoreham Society committee is extremely concerned about the proposal to install two internally illuminated fascia signs, five internally illuminated monolith signs, and one internally illuminated acrylic panel on the frontage of the Shoreham Centre in Pond Road, with no indication of the dimensions of these signage at present, as far as we can tell. We feel that internally lit signage (commonly referred to as 'neon' signs) is totally inappropriate in the conservation area around St Mary's church. This form of obtrusive signage has fortunately been absent from the conservation area until recently installed without permission at La Galleria (to which we have also objected). The conservation area has rightly demanded a rigorous standard of appearance for design features and

materials down to a high degree of detail. Predominance of traditional architecture and design features is what conservation areas are about, and such modern lighting features 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 conservation area would be steadily and completely transformed – not only at night but in the daytime too. 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. The Society, which has a membership of over 500 local residents, 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 have been able to make this award to a building with neon style external signage. Let's keep the heart of Shoreham special!