Expiry 18/5/07

Development Control – Delegated Officer Report

Application Number: ADC/0135/07 **Recommendation – Permit Application**

Site: **10 Buckingham Road Shoreham-by-Sea West Sussex BN43 5UA**

Proposal: **Two illuminated fascia signs (retrospective)**

The Application

The site is located within the built up area of Shoreham within the town centre boundary, it is also allocated for shopping and business use in the Adur District Local Plan. The site is towards the edge of the area allocated as town centre and therefore is in an area of mixed use residential and commercial. The land use to the north and east is predominantly residential, with more commercial uses to the south towards the town centre and directly opposite on the west side of Buckingham Road.

The site as existing is an Estate Agents which is on a corner plot fronting both Buckingham Road and Gordon Road. Retrospective advertisement consent is sought for two internally illuminated fascia signs one facing onto Gordon Road and one facing onto Buckingham Road. The fascia signs provide information of the company name, logo, business and telephone number. As existing there are also two first floor signs on both frontages both externally illuminated and the shop window itself has lit display boards.

Consultations and Representations

Third Parties: - 2 Letters of objection have been received raising the flowing issues: -

- Bright lights will be an eyesore for the community
- Already has a significant amount of lighting and fascias.
- Unnecessary advertising
- Too bright causes a disturbance.
- The design and appearance has an adverse effect on this community.
- The applicant is aware of the rules however put up the signage without planning permission.

Relevant Planning Policy and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): DEV1, NE9
Adopted Adur District Council Local Plan 1993-2006 (ADC 1996): AB17, AS1, AE5, AE6, AB13, AB14, AB15
Adur Development Plan – Submission Core Strategy 2006-26 (ADC 2007): STC1, STC3
PPS6 'Planning For Town Centres' (DCLG 2006)

Planning Assessment

Policies

Policy NE9 of the West Sussex Structure Plan states that amongst other things development within existing town centres should be permitted provided that it helps meet the needs and acts as the focus for a wide range of activities including retailing, leisure, cultural, business and residential uses. Local Plan and Core Strategy policies also aim to promote the viability and vitality of the town centres in the district, (AB13, AB14, AB15, STC1, STC3)

The quality of development within town centre areas is also of importance. Policy AB13 of the Local Plan states that proposals shall be sensitively designed using materials sympathetic to the location. Policy ST3 of the Core Strategy states that the highest standard of design will be promoted within Shoreham town centre.

Policy DEV1 of the West Sussex Structure Plan relates to high quality development in general and states that construction, layout, scale, appearance and landscaping must be of high quality taking into account the need to amongst other things, integrate with and where possible enhance adjoining land uses and minimise conflicts between land uses and activities; have regard to context including site characteristics, townscape/streetscape, views into and out of the site and building styles/materials.

Policy AB17 of the Adur District Local Plan states that consent for advertisements will only be given for proposal which: respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Impact on Character and Appearance of Locality and Street Scene

Judging the application on its own merits and considering the fascia signs as a single development (retrospective permission is also sought for the first floor externally illuminate signs which are considered under ADC/0165/07) it is not considered that the signage will be detrimental to the character and appearance of the surrounding locality which would warrant a refusal in this case. The site is a commercial use located within the town centre as allocated within the Adur District Local Plan and therefore signage of this nature is not inappropriate in this case.

It should be noted that there are other examples of illuminated signage within the vicinity of the site, on the other side of Buckingham Road however there is not an over dominance of signage which would be detrimental to the character of this locality. Therefore the application complies with part (a) of Policy AB17 of the Adur District Local Plan.

Residential Amenity

As stated above the site is located within an area where there are residential properties surrounding the site. It is however considered that illuminated signage at ground floor level is acceptable in this case in this location and would not have such an impact on the residential amenities of the occupiers of the surrounding properties which would warrant a refusal in this case.

Public Safety

It is not considered that the signage will create a danger or hazard to public safety in this case, therefore complying with part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

APPROVE for reason that :-

> The existing illuminated fascia signage will not have any adverse impact on the character and appearance of the surrounding area and will not create a danger or hazard to public safety. Therefore complying with Policy DEV1 of the West Sussex Structure Plan and Policy AB17 of the Adur District Local Plan.

1. 5 Standard advertisement conditions.

Case Officer....Baker.....Date 24/4/07 25/4

Head of Planning and Community....Peter Davies.....Date 26.4.07

Chair of Planning Committee.....A. J. Mills.....Date 25/04/07