Expiry Date - 13-12-2016

Development Control – Delegated Officer Report

Application Number: **Recommendation – APPROVE**
AWDM/1600/16

Site: **22 – 26 High Street Shoreham**

Proposal: **Installation of 1 internally illuminated fascia sign and 1 internally illuminated hanging sign and 3 non-illuminated aluminium panels**

Neighbours checked: Y
Additional neighbour notifications: N

Proposal, Site and Surroundings

The proposal is for various advertisements to the single-storey host building (full details shown on the submitted drawings), which is a commercial store in the high street of Shoreham town centre. It is in the Shoreham Conservation Area (in character area 'Shopping')

Relevant Planning History

None

Consultations

Southern Water: *No objection*

Representations

None

Relevant Planning Policies and Guidance

National Planning Policy Framework
Saved Adur Local Plan policies: AG1, AB4
Adur Local Plan 2016 (Submission) Policies: 2, 15, 17

Planning Assessment

Principle

Upgrading of advertising on the host building is acceptable in principle, subject to satisfying the statutory test for new development in a Conservation Area.

Amenity

The Council's adopted Conservation Area Appraisal describes the High Street as the main retail character of the town, which it is. Almost all the buildings have advertisements on them, illuminated and not.

The new signage would be in proportion and in scale with and in the style of the host dwelling and its simple form and unadorned face. The building columns would remain free of adverts, so there would be no proliferation of signage on the building.

Highway Safety

Signage exists on the host building already with no harm arising to highway safety, and the new signage would be comparable in terms of safety so presents no greater risk.

Recommendation

Approve subject to the following conditions:-

1. Approved Plans
2. Standard 5 advert conditions

Is recommendation contrary to any representations? N/A

Case Officer signed: Matthew Porter Date: 9-12-2016

Authorised and signed by: Peter Barnett Date: 12 December 2016