Expires
17.10.08

Development Control – Delegated Officer Report

Application Number: ADC/0410/08 Recommendation - Permit

Site: **Monteum Fish Farm Shop Fishermans Wharf Brighton Road Shoreham-by-Sea West Sussex**

Proposal: **Internally-illuminated fascia sign**

The Application

The application relates to a fishmongers shop which is located within an industrial building on the south side of the A259 coastal road, opposite the B&Q superstore.

Permission is sought for an internally illuminated fascia sign above the main windows of the shop. The sign would be 5.0m in width, by 1.0m in height and would project from the building only a minimal amount, approximately 0.1m. The sign would be of standard metal tray construction with a plastic sign board showing the name of the company ' La Poissonnerie, Fishmongers' in blue and red lettering with pictures of two orange lobsters, one at each end.

The site is within an area identified on the proposals map as Business Industry and Warehousing. Directly opposite is the B&Q retail warehouse, to the NW is Halfords Retail warehouse with further to the west McDonalds and Dunelm Mill behind. Halfords, McDonalds and Dunelm Mill all have some form of internally illuminated signage.

Consultations and Representations

Third Parties : There have been no third party representations on the application.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies
Policy AB17 of the Local Plan states that express consent for advertisements will only be granted where the advertisement respects the character and

appearance of the surrounding area, and they do not create a danger or hazard to public safety.

Visual amenity

The front of the building is essentially a warehouse which at some point has been converted to house the retail operation of the applicants business. The rear section of the building is occupied by a double glazing manufacturer and to the east, in a separate warehouse, is a business distributing water bottles. The building is made up of a brickwork base 3.3m in height then a metal profile upper section resulting in an overall building height of 7.0m.

The proposed sign would be as wide as the existing 'shop-front' of the business and would have the appearance of a normal illuminated fascia sign.

Given that the surrounding area is industrial with numerous other forms of signage and business identification, the proposed sign is not considered to be of a size that would over dominate or appear out of character for the scale of the building or the surrounding area in general.

The front elevation of the building is well set back from the road and it is considered that the illuminated sign would not cause a danger to public safety, however it is felt that the sign should be conditioned so that it is only illuminated when the premises are open to the public.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

2. C2Ai
3. C2B

Case officer: [signature]
Date: 12/9/08

PB 12/9/08