Development Management - Delegated Officer Report

Application Number: AWDM/1346/12 **Recommendation – Approve**

Site: **4 - 6 East Street, Shoreham-By-Sea, West Sussex, BN43 5ZE**

Proposal: **Signboard to south elevation**

Date of site visit: 7 November 2012

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a patisserie at the southern end of East Street. It is proposed to display a signboard on the south elevation measuring 1.95m tall and 0.95m wide. It consists of a blackboard within a timber frame which will list the products available within the shop. It will be non illuminated. The site lies within a Conservation Area.

Relevant site history

None

Consultations

Conservation Advisory Group: Approve

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB4, AB19
South East Plan (GOSE 2009): CC1, CC6, BE1, BE6
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

Advertisements within the Conservation Area are acceptable provided they respect its character and appearance.

Visual amenity
The proposed sign is of a traditional appearance which will preserve the character and appearance of the Conservation Area. It is considered to be an appropriate feature in the commercial centre.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions

Is recommendation contrary to letter(s) of representation? N

Case Officer: Peter Barnett Date: 4 December 2012

Authorised by: Gary Peck Date: 4 December 2012