Expiry
18/5/07

Development Control – Delegated Officer Report

Application Number: ADC/0165/07 **Recommendation – Refuse Application**

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

Proposal: **2 first-floor externally-illuminated 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 Agent which is on a corner plot fronting both Buckingham Road and Gordon Road. Retrospective advertisement consent is sought for two first floor signs which are externally illuminated. One is facing onto Gordon road and one facing onto Buckingham Road. The signs provide information of the company name, logo, business and telephone number. As existing there are also two internally illuminated fascia signs which are the subject of application ADC/0135/07. The existing front and side windows also have lit display boards.

Consultations and Representations

Third Parties: - 2 letters of objection have been received raising the following issues: -

- Already a significant amount of lighting and fascias
- Too bright for the neighbourhood
- Eyesore and light disturbance
- Unnecessary advertising
- Too bright causes a disturbance
- The design and appearance has an adverse affect 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
PPS 6 '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 amongst other things, to 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 proposals 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

It is considered that the high level, externally illuminated signage is unnecessary, additional signage in this case. The signage due to its height, size and illumination is overly dominant within the street scene and combined with the existing fascia signage and lit shop windows will be detrimental to the character and appearance of the locality. The signage also repeats information which is also given on the existing fascia signs (considered under

application ADC/0135/07) and are therefore considered unnecessary. The proposal therefore conflicts 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 considered that this signage will be detrimental to the visual amenities of the area as stated above and also the residential amenities of the occupiers of the surrounding residential properties due to light disturbance and outlook.

Public Safety

Although the signage is very prominent within the street scene it is not considered that it will be a danger or hazard to public safety in this case, therefore it does not conflict with part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

REFUSE on ground that :-

1. The ~~proposed~~ advertisements, by reason of ~~its~~ their size, siting, and method of display combined with the existing signage and illumination at the site, ~~will be~~ are unduly prominent within the street scene and detrimental to the visual and residential amenities of the locality and the surrounding properties.

Case Officer...Barker.....Date..25\4\07.....

[illegible] 25/4