Expiry Date - 16/11/2023

Development Control – Delegated Officer Report

Application Number: AWDM/1320/23 Recommendation – APPROVE

Site: 63 - 65 High Street Shoreham-by-sea West Sussex BN43 5DE

Proposal: Installation of illuminated fascia sign and projecting sign positioned to the side of fascia. Within the ground floor windows, one will feature a suspended illuminated Directory of Services, a vinyl manifestation with incorporated community welcome message will feature on another and the last will feature two illuminated marketing posters. An A4 opening hours sign will be positioned on the door of the main entrance.

Date of site visit: 13/10/2023

Neighbours checked: Y

Additional neighbour notifications: N

Site Notice: Y – Displayed on 13/10/2023

Proposal, Site and Surroundings

The application relates to No. 63-65 High Street which is a ground floor unit located to the south side of the road. The focus of High Street is predominantly commercial although the area is mixed-use in many respects with the prevailing tendency of shopfronts to the ground-floor and residential units to first and second floors. The ground floor units of the building to which the application site belongs project forward of the first and second floors creating a terrace area at first-floor level behind parapet wall, where the entrance to the residential units are located. Projecting from the parapet wall is a continual canopy board in situ above the shopfronts, such is the case at the adjacent building to the east. At time of visit, the unit the subject of this application appeared vacant although still had the fascia and other branding of its previous occupier kutchenhaus. The fascia sign projects from the shopfront with the individual lettering ‘kutchenhaus’ projecting from the fascia. Individual vinyl lettering in a smaller front has also been applied to other areas of the fascia. Below the fascia, the shop front exhibits marketing posters to the windows and doors. A square shaped projecting sign extends from the brick junction between kutchenhaus and the adjacent shopfront TT Nails which aligns with the bottom of the fascia. Branding has also been applied to the edge of the canopy board over the shopfront, facing easterly. The shopfront along with the aforementioned branding and posters have a black coloured backdrop whilst the colouring of the lettering is predominantly white with some purple.

The site lies within Shoreham Conservation Area which comprises the built-up historic core of the town. There are some Listed Buildings within the wider street scene but none that are within a proximity to the site that would give cause for consideration.

Permission is sought for the replacement of the branding on the shopfront with the new branding of 'Banking Hub'. This would involve the installation of an externally illuminated fascia sign and externally illuminated projecting sign positioned to the easterly side of fascia. Within the windows of the shopfront would be a suspended internally illuminated directory of services and marketing posters, a vinyl manifestation with incorporated community welcome message, and an opening hours sign to the door.

The fascia sign would comprise a solid aluminium composite panel finished in grey (RAL 7021) with cut-out 5mm acrylic letters in white and Banking Hub logo and trough lighting above to illuminate the text and logo. The projecting sign would measure 0.35m x 0.6m and project 0.7m at maximum at a height of 2.5m from ground level. The sign would be a flat aluminium panel painted grey (RAL 7021) and held by a heritage bracket with trough lighting either side to illuminate the white vinyl text applied. To the shopfront windows, the suspended directory of services sign would be a flat aluminium panel painted grey (RAL 7021) with white text and the marketing posters would be metal framed in grey (RAL 7021) with white/ red text. Consent for the advertisement is sought until 01/10/2033.

Representations: None.

Consultations:

Adur District Conservation Advisory Group: No objection.

Heritage and Conservation Officer: No Objection.

Relevant Planning History:

Most recent permission granted at application property (No. 63) for internally-illuminated fascia & projecting sign under SU/110/92/TP/7465, decision issued 10 Aug 1992.

Planning refused at the nearby unit No. 69 for internally-illuminated fascia sign (Retrospective) under SU/102/04/TP/21209, decision issued 23 Jun 2004. Appeal dismissed.

Previous approvals for illuminated signage close to the site and along the High Street at: No. 60 (SU/33/95/TP/15847), No. 80 (SU/4/02/TP/19617), No. 75-77 (ADC/0445/09), No. 68 (AWDM/0468/20),

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Relevant Planning Policies

Adur Local Plan 2017 Policy 1, 11, 15, 16, and 17
National Planning Policy Framework (Revised September 2023)
ADC Design Bulletin No 1 'Shopfront Design'
Shoreham-by-Sea Conservation Area Character Appraisal & Management Strategy

Planning Assessment

Principle

The key considerations are amenity impact and public safety.

Policy 15 of the Adur Local Plan states that 'express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.' This is continued 'New shopfronts will be permitted where the design and materials respect the character of the area and of the building of which they form part. Planning permission to replace shopfronts of inappropriate design or materials, or in poor condition in Conservation Areas, will be granted providing the replacement is of appropriate design and materials, respecting the character of both the building and the Conservation Area.'

Amenity

The Local Planning Authority has a statutory duty to pay special attention to the desirability of preserving and enhancing the character or appearance of the Conservation Area. The proposal by virtue of its colour, size, design and style would largely replace the advertisement that exists on this shopfront and would reflect its modern appearance. It is considered that the signage has been rationalised, integrated within the street scene, and would not dominate views. In any event, this shopfront, like many others along The High Street, is modern, of little architectural merit and has a neutral impact on the Conservation Area.

The advertisement would meet the recommended standards of the Council's Design Bulletin No. 1 'Shopfront Design'; it has not been designed in isolation and respects the scale and proportions of other shopfronts within the locality. The fascia is aligned to the standard depth along this row and maintains a visual balance. The projecting sign takes an acceptable position alongside the fascia and is of an acceptable scale and design, owing in part to the heritage bracket which would enhance the appearance of the shopfront. The trough lighting would provide a subtle illumination for the fascia text and projecting sign and the backgrounds are dark in colour, avoiding excessive brightness.

The shop window would exhibit information regarding services and marketing and would be of an acceptable colour, design, and size and would not be obscured by a proliferation of advertisements resulting in clutter. Grey (RAL 7021) would be the predominant colour of the shopfront which would respect the areas setting and not be loud, garish, or assertive.

The proposal would not be out of keeping and would not result in an adverse impact on the visual amenities of the area nor the character or appearance of the Conservation Area.

Public Safety

There would be no concern in relation to public safety by virtue of the proposals siting, like-for-like nature of the advertisement and the carrying out of typical commercial operations within the unit.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans
8. No illumination outside of opening hours

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

1. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer:	Jason Albon	Date: 15/11/2023
Authorised by:	Peter Barnett	Date: 15 November 2023

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