Development Management - Delegated Officer Report

Application Number: AWDM/0710/18 Recommendation – Refuse

Site: 118 High Street, Shoreham-By-Sea

Proposal: Proposed vintage painted gable wall sign (non-illuminated).

Date of site visit: 6 June 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the side gable wall of 118 High Street. It sits outside of the Conservation Area at the western end of the High Street, but does affect its setting. It forms part of the secondary shopping area (Block 7 as identified on the Adur Local Plan Policies map).

The site abuts the car park of Pets Corner and Coastway Vets to the north. Those businesses have large fascia signs and a pole sign on the forecourt adjacent to the footpath. Beyond that are residential properties as this site is at the western extremity of the shopping area.

It is proposed to display a painted sign on the gable wall measuring 4m by 4m for Number One Mortgages (which operate from 378 Brighton Road). The sign will contain large writing and directions to the business as the application property does not contain the business to be advertised.

The proposed wording is as follows:

For expert mortgage advice visit Number One Mortgages. Turn left & straight on for 0.5 miles. We'll see you soon!

The sign also contains a picture of a couple drinking cups of tea and a roundabout/direction sign. In smaller print at the bottom of the sign it will read:

Your home may be repossessed if you do not keep up repayments on your mortgage!

The sign has a deliberately 'vintage' style.

Relevant site history

Various applications relating to use of 118 High Street

Consultations

West Sussex County Council: The **Highway** Authority has no objection. The sign will be visible for drivers along the A283 High Street, travelling southbound into Shoreham but will not obstruct visibility or impair sight lines.

The LHA consider that the sign will be non-illuminated and placed on privately maintained property.

Considering the town centre location and context of the nearby street scene the LHA could not resist the application on highway safety grounds

Representations

Letter of objection received from the Property Director of Pets Corner:

- Sign will dominate his property due to its size and prominence
- Will result in a very cluttered looking street scene and cause confusion to customers
- Some customers may believe that his car park is available for the business that is being advertised on the wall
- Would not object to a much smaller sign, located higher on the building
- Current proposal is out of keeping with the area and out of proportion with the property it is on

Relevant Planning Policies

Adur Local Plan 2017 Policy 11, 15, 17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (March 2012)

Planning Assessment

Amenity

The proposed sign is large and will fill much of the gable wall. The top of the sign will be above the eaves level of the building. While painted in a vintage style, it is nevertheless considered to be excessively large and dominant. There is existing signage in close proximity at the Pets Corner/Vets business immediately north of the site but that signage is considered to be in scale with the building and businesses that the signs relate to and (in the case of the fascia signs) they are set back from the road (the forecourt sign does not appear to have express consent). Other signage in the vicinity is appropriately sized fascia signage common in a shopping area.

By contrast, the proposed gable sign will advertise a business some distance from the site and will be of a much greater size and prominence, being visible from the residential areas to the north and from along Old Shoreham Road as one approaches from the north.

The NPPF advises that “Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.” It is considered that the current proposal is such an example.

Public safety

The sign will not be illuminated but it is large and unusual and could cause a distraction to road users at the traffic light junction with Ropetackle, contrary to advice in the Planning Practice Guidance. However, West Sussex Highways have confirmed that they could not resist the application on highway safety grounds.

Recommendation

Refuse for the following reason:

1. The proposed sign, by reason of its excessive size and height above the ground, would be an obtrusive and visually dominant feature detrimental to the visual amenities of the locality and the setting of the Conservation Area. The proposed sign is therefore contrary to policies 15 and 17 of the Adur Local Plan and the relevant paragraphs of the NPPF

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

Case Officer: Peter Barnett Date: 28 June 2018

Authorised by: Gary Peck Date: 28 June 2018