From: Peter Barnett
Sent: 15 December 2009 14:15
To: 'Mike Cook'
Subject: RE: ADC/0421/09 - Boots, 40 High St, Shoreham

Dear Mr Cook

Thanks for your email. In view of the limited time available to deal with this application (the 8 week decision date is Christmas Eve) I had intended to refuse the application as the suggested amendments that you had put forward did not go far enough in my view.

The site is located within the Conservation Area where the Council has a statutory duty to have special regard to the desirability of enhancing or preserving the character or appearance of the area. Policy AB19 of the Local Plan states that consent for advertisements within a Conservation Area will only be granted where they respect the character and appearance of the Conservation Area; do not create a danger or hazard to public safety; and respect the character, proportions and design of the building on which they are displayed, including the use of traditional materials where necessary.

The Council's Design Bulletin No. 2 "Shopfronts" advises that shop fronts that have been amalgamated are often linked by a continuous fascia which is too dominant and often cuts across the pattern of the street. Projecting signs should hang from traditional brackets rather than be in the form of illuminated boxes.

The existing signage dates from 2003 (SU/59/03) and consists of a white rectangular sign 1.4m wide centrally positioned on the shopfront with an internally illuminated blue lozenge-shaped 'Boots' legend and blue 3-D lozenge-shaped, internally illuminated projecting sign.

At the time of the application in 2003 a white non-illuminated fascia extending across the width of the shopfront was initially proposed but was deleted following negotiation as it represented an excessively bold horizontal feature which was unsympathetic to and out of keeping with the wider character of the High Street. The High Street is predominantly characterised by traditional narrow frontages having a strong vertical emphasis. In 2006 (ADC/0320/06) a blue fascia across the width of the frontage was proposed, almost identical to that which is currently proposed. That application was refused as it was considered that the proposed fascia would emphasise the wider than average proportions of this unit compared to most others in the High Street.

The building itself is modern in appearance and, although of no particular architectural merit, has a traditional form and materials in keeping with the Conservation Area. The proposal would represent a discordant horizontal feature that would be harmful to the character and appearance of the surrounding Conservation Area.

I note your view that a traditional sign would look out of character with the building and your suggestion that the proposed fascia length could be reduced slightly to create some free space around it. However, it is not considered that standard corporate signage would be appropriate here for the reasons previously stated and, as with the previous proposals for signage of this type, the application should be refused.

Please would you advise as soon as possible whether you wish to withdraw the application or proceed to a refusal?

Yours sincerely

Peter Barnett

Peter Barnett – **Principal Planning Officer** | Planning Regeneration and Wellbeing, Adur District Council
Location: Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex BN43 6PR
Internal: 63233 | External: 01273 263233 | E-mail: peter.barnett@adur.gov.uk

Please think before you print this and save paper

From: Mike Cook [mailto:Mike.Cook@sign-specialists.co.uk]
Sent: 15 December 2009 14:04
To: Peter Barnett
Subject: ADC/0421/09 - Boots, 40 High St, Shoreham

Dear Sir

From a conversation this morning we understand that you are still going to refuse the advert application for this site, even though we do not appear to have received a response to our email,

We have suggested an alternative in making the signage smaller to create free space around it.

You are requesting a traditional sign for this location but as in my earlier comments a sign of this type would not look in character with the building or with the street scene, from the attached photo's apart from the public house it appears that it only the boots store that does not have a specific fascia area and from the survey details it appears that the other locations are fairly modern in design.

Rather than just issuing a refusal notice we would prefer the chance to meet and discuss if needed.

Kind regards

Mike Cook
Account Manager

M: 07949 854 822
T: 01527 504 269
F: 01527 504 251
E: mike.cook@sign-specialists.co.uk

From: Mike Cook
Sent: 08 December 2009 14:21
To: Deborah Pitt
Cc: Rebecca Davis
Subject: RE: ADC/0421/09 - Boots, 40 High St, Shoreham

Becky / Debs

The council is saying that the building is sited in a conservation area and that more traditional signage is required, firstly the building looks like that it is of 1950's origin and a traditional sign would look out of character with the building.

The Boots unit is a double frontage shop and unlike the other shops adjacent to it does not have a fascia band, the proposal which shows the blue band is part of the Boots Corporate image creates this element of which a fascia sign is part of a standard retail street scene.

By what the council is saying they are happy to accept all the elements of the proposal, which includes the lozenge, letters and crosses, what the council is objecting to is the blue background colour of which is part of the corporate image.

We can reduce the proposed fascia length slightly, this would create some free space around it – however as before the council needs to consider that this is a retail location.

Can you please go back to them with this, let me know how you get on

Thanks

Mike Cook
Account Manager

M: 07949 854 822
T: 01527 504 269
F: 01527 504 251
E: mike.cook@sign-specialists.co.uk

From: Deborah Pitt
Sent: 08 December 2009 11:21
To: Mike Cook
Cc: Tenzin Khunga
Subject: FW:ADC/0421/09 - Boots, 40 High St, Shoreham

Mike

Can you please read the email below and let me know what you decide to do.

Thank you

Becky

Deborah Pitt
Planning Administrator

T: 01527 504 276

F: 01527 504 251
E: deborah.pitt@sign-specialists.co.uk

From: Peter Barnett [mailto:Peter.Barnett@adur.gov.uk]
Sent: 20 November 2009 16:14
To: Deborah Pitt
Subject: ADC/0421/09 - Boots, 40 High St, Shoreham

Dear Mrs Pitt

I am writing with reference to your recent application for advertisement consent for a fascia sign at the above property.

I wish to advise you that the proposed fascia, which would extend the full width of the premises, would emphasise the wider than average proportions of this unit compared to most others in the High Street. Previous proposals by Boots for large fascia signs such as this have been refused or negotiated away, such as in 2003 and 2006. The site lies within a Conservation Area and less obtrusive, more traditional signage is therefore expected.

I shall be grateful if you would amend the application by removing the fascia and replacing it with lettering applied direct to the front wall of the premises and a small 'lozenge' sign as currently exists.

Please ensure that amended plans are received by 11 December at the latest. Please contact me if you would like to discuss the matter further.

Yours sincerely

Peter Barnett

Peter Barnett – **Principal Planning Officer** | Planning Regeneration and Wellbeing, Adur District Council
Location: Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex BN43 6PR
Internal: 63233 | External: 01273 263233 | E-mail: peter.barnett@adur.gov.uk

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