expires 24/12

Development Control – Delegated Officer Report

Application Number: ADC/0421/09 **Recommendation – Permit Application**

Site: **Boots 40 - 44 High Street Shoreham-by-Sea West Sussex**

Proposal: **Non-illuminated letters with internally-illuminated 'lozenge' and internally-illuminated projecting cross sign**

The Application

This application relates to the Boots store in the High Street, Shoreham within the Conservation Area. Advertisement consent is sought for the replacement of the existing signage with, as originally proposed, the following:

- 1 non illuminated blue aluminium fascia (11.7m long by 0.9m high) with internally illuminated Boots lozenge, and non illuminated lettering and green cross
- 1 internally illuminated projecting green cross

This was considered to be unacceptable in its appearance and amended plans have since been received replacing the fascia with non illuminated individual lettering applied directly to the front elevation and an internally illuminated Boots lozenge.

Consultations and Representations

Consultations/Comments

West Sussex County Council – No comments received

Third Parties

Shoreham Society – Comments on the original plans - Strongly objects to the proposed signage. The restrained existing signage was negotiated when the site was redeveloped many years ago and maintains a reasonable balance between commercial and aesthetic needs in the Conservation Area. The recent Nationwide signage shows what an unpleasant intrusion ill-mannered fascias can be and the Boots sign is much bigger. Garish signage is not justified in a Conservation Area.

ADCAG – No comment

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19
Design Bulletin No. 2 "Shopfronts"
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

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.

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.

Effect on the Conservation Area

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 as originally submitted would have represented a discordant horizontal feature that would have been harmful to the character and appearance of the surrounding Conservation Area.

Following negotiations with the applicants' agent, the proposal has been amended to a simpler form with individual blue lettering (non-illuminated) forming the words "pharmacy" and "beauty" either side of an illuminated lozenge with the word "Boots" in white lettering on a blue background. This is more sympathetic to the building, as it avoids the use of a large fascia and is acceptable in terms of its impact on the character and appearance of the Conservation Area.

Recommendation

APPROVE

Subject to:

Standard advert conditions and

C14A3 21 December 2009. Policy AB19

Case Officer..... Date.23/12/09.....

23/12