Development Management - Delegated Officer Report

Application Number: **Recommendation – Grant consent**
AWDM/1194/13

Site: **The Adur Business Centre, Little High Street, Shoreham-By-Sea, West Sussex, BN43 5EG**

Proposal: **One fascia sign to north elevation at first floor level**

Date of site visit: 1 October 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Adur Business Centre located within the Ropetackle building at the western end of the High Street, just outside the Conservation Area. It is a landmark building with a timber boarded 'tower' which faces east along the High Street containing the name 'Ropetackle' in white individual letters running down the tower, with a clock face alongside.

The application, as amended, is seeking advertisement consent to display one non-illuminated fascia sign on the north facing tower (as originally submitted it was also proposed to add a sign to the east tower facing the High Street but this was removed following objections from the planning officer). Both towers currently display the Ropetackle name in vertical lettering. The Adur Business Centre has changed its name and the new owners want signage to advertise the fact.

The sign will be either white or green (the Council is requested to condition which it prefers) and consist of the letter B (formed by two separate curved shapes which replicate the 'B' shape) with the wording 'Basepoint Business Centres' below in individual lettering.

The sign would be located at first floor level with the top of the sign 6.9m above ground level and measuring 2.1m high and 2m wide.

Relevant site history

AWDM/1445/12 – 3 non-illuminated fascia signs refused and dismissed at appeal

Consultations

ADCAG - Approve

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

Advertisements are acceptable in principle provided they respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Visual amenity

The Inspector's decision letter on the previous appeal acknowledged that the Ropetackle building was a "locally distinctive building" and the proposed signs, "by reason of their size and position at a high level on the tower would detract from the simple treatment and clean lines of the tower, resulting in a cluttered appearance and undermining the quality and integrity of the original design." Consequently, "the character and appearance of the building, and its positive contribution to the immediate streetscape, would be harmed." He concluded that the commercial needs of the appellant "could be adequately met by means of a more appropriate design approach."

The current amended application is a considerable improvement in that no sign is now proposed for the principal elevation facing the High Street and does not therefore compete with the simple Ropetackle lettering and clock on that tower. The new sign is limited to the north tower only, which is a secondary elevation which has less prominence visually. The sign has been lowered and now sits below the Roeptackle lettering, rather than partly alongside it, and does not compete visually as a result.

It is considered that the Basepoint sign should be white, to match the existing Roeptackle lettering. On this basis, it is considered that the "simple treatment and clean lines of the tower" would not be compromised and the proposed signs would not cause visual harm to the building or its surroundings. Consent can therefore be granted.

Highway safety

The sign will not have an adverse impact on highway safety.

Recommendation

APPROVE subject to**:**

Standard conditions

6. Approved plans

7. The advertisement hereby permitted shall be coloured white

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

Case Officer: Peter Barnett Date: 8 November 2013

Authorised by: Gary Peck Date: 8 November 2013