Expiry Date – 27/5

Development Control – Delegated Officer Report

Application Number: AWDM/0468/20 Recommendation – Approve

Site: 68 High Street, Shoreham

Proposal: **Replacement externally illuminated fascia sign, non-illuminated projecting sign and 2no. poster signs applied to windows.**

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: 7/4 (GP)

Site and Surroundings

This application relates to a two storey mid terraced shop unit on the north side of the High Street between West Street and Ship Street. The property has a recessed front door between two street side display windows. It is operating as a funeral directors. There appears to be a flat above.

The property is not listed but it is in the Shoreham conservation area.

Proposal

Advertisement Consent is sought to replace the existing externally illuminated fascia sign and non illuminated hanging sign. Consent is also sought for two poster signs in the windows.

Relevant Planning History

SU/64/91 – replacement shopfront. Granted 16.7.91

Consultations

ADCAG: No objection.

Representations

None received.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2,11,15, 17 and 27

Planning Assessment

Principle

The principle of development can be supported as it upgrades a commercial unit in this High Street location. For consideration is the impact of the proposals on the character and appearance of the area and highways.

The signs proposed are virtually identical to those on site presently. Only the fascia sign is to be illuminated. The trough light is already in situ.

The signs will have no greater impact on the character of the area. They will preserve the appearance of the conservation area.

The illuminated fascia sign has a luminance level of 200cd/m2 which is well within WSCC illumination levels for a town centre location which they set at 800c/m2. No concern in terms of highway safety.

Recommendation APPROVE subject to the following conditions:

1-7 – Standard conditions
8. Approved Plans

Informative

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.

Is recommendation contrary to any representations? No.

Case Officer signed:	MOK	Date: 7.5.2020
Authorised and signed by:	Peter Barnett	Date: 7 May 2020