Development Control – Delegated Officer Report

Application Number: AWDM/1685/14 Recommendation – Approve

Site: 24 Brunswick Road

Proposal: Installation of non-illuminated fascia sign.

Date of site visit: 8.12.14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application property is a mid-terrace commercial unit, with a timber framed shop front. The proposal is for a fascia sign, which is already installed. It measures 4.8 metres in length and 0.9 metres in height.

The surrounding area is a commercial street in Shoreham town centre.

It is situated in the Shoreham Conservation Area (in the Shopping area character area)

Relevant site history
None

Consultations
Adur District Conservation Advisory Group: *Approve*

Representations
None

Relevant Planning Policies
Adur District Local Plan saved policies: AG1, AB3 – 6, AB17, AB19
National Planning Policy Framework

Planning Assessment

Principle

Upgrading of advertisement is acceptable in principle.

Amenity

The fascia fits in the existing shop surround so although large it would not be worse than the previous advert it replaces.

It is non-illuminated and designed with sympathetic colouring and typography.

The fascia is similar to other signage in the street.

For these reasons, the special qualities of the Conservation Area are preserved and no harm has arisen from it in amenity terms.

Highway Safety

The sign is non-illuminated and will not have an adverse impact on highway safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard 5 advert conditions
2. Approved Plans

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

Case Officer: Matthew Porter Date: 8-1-2015

Authorised by: Peter Barnett Date: 13 January 2015