Development Management - Delegated Officer Report

Application Number: AWDM/1065/14 Recommendation – Approve

Site: 6 High Street, Shoreham-By-Sea
West Sussex, BN43 5DA

Proposal: Advertisement consent for internally illuminated fascia sign for 'Tom Foolery' cafe (retrospective).

Date of site visit: 2 September 2014

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to Tom Foolery, a café which has recently opened in the High Street. A separate planning application for the change of use has also been submitted (AWDM/0257/14). Consent is sought for the retention of an internally illuminated fascia sign. The sign comprises 3 built up letters spelling the word “TOM” with fairground lights in them, on a painted fascia. The remaining text, “Foolery” is applied PVC with other wording printed on the fascia.

The site lies within the Shoreham Conservation Area.

Relevant site history

ADC/0386/10 - Externally-illuminated fascia sign (retrospective)

Consultations

Conservation Advisory Group: Not received

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17, AB19
National Planning Policy Framework (CLG 2012)

Planning Assessment

Visual amenity

The sign is quite modest in size and, while illuminated, it does not have an unduly intrusive appearance. Policy AB19 allows illuminated adverts in the Conservation Area where there is individual lettering with a solid background, as is the case here.

The sign is considered to preserve the character and appearance of the Conservation Area.

Highway Safety

The sign does not result in any risk to highway safety.

Recommendation

APPROVE

Subject to Conditions:-

1-6 Standard
7. Approved plans

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

Case Officer: Peter Barnett Date: 14 October 2014

Authorised by: Gary Peck Date: 16 October 2014