Expires
10/6/08

Development Control – Delegated Officer Report

Application Number: ADC/0202/08 Recommendation - Permit

Site: **The Burrell Arms Brunswick Road Shoreham-by-Sea West Sussex**

Proposal: **3 name signs on groundfloor (North and South side signs illuminated externally and west side sign internally illuminated by LEDs)**

The Application

The application relates to the ground floor of a large detached 3-storey building occupying a prominent position at the junction of Brunswick Road/Ham Road and the entrance to Shoreham Railway Station, within Shoreham Conservation Area. The building (dating from the late 19th century) was originally the Burrell Hotel, but has for many years been used as a public house. The building has a three bay-fronted façade, with large first-floor bay windows.

Planning permission was granted for conversion of the first and second floors into 5 flats (retaining the public house at ground floor) under SU/43/06/TP, and for the conversion of the upper floors into 6 flats with ground floor licensed premises under ADC/0430/06.

The application is for three signs which relate to the ground floor use of the premises as a Pizzeria restaurant. They would include two named signs reading 'Brio RESTORANTE PIZZERIA' (with phone number), out of profile cut lettering, projecting 10mm from the north and south side wall adjacent to the front corner of the building,approximately 3.0m in height; and one tray sign adjacent to the front door on the west of the building in aluminium 0.8m wide by 0.4m in height with a projection of 5cm, with stencil cut lettering and internally illuminated by LED lights.

The application states that all three signs will be LED lit, however the applicant has stated that now only the front tray sign will be internally illuminated and the two signs to the north and south will be illuminated externally by spot-lights.

Representations

County Planning Services: No comments received.

Adur District Conservation Advisory Group: No objection.

Third Parties: No third party objections to the proposals.

Policies

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): LOC1, DEV1.
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB4, AB19 and Design Bulletin No. 2 'Shopfronts'.

Planning Assessment

Policies
The application premises sits outside of the Area of Special Advert Control and outside of the three controlled zones as referred to in the above Design Bulletin, however there is still a statutory duty to pay attention to the need to preserve or enhance Conservation Areas. Local Plan policy AB4 requires that the design and construction of new development will be a high standard.

Policy AB19 of the Local Plan states that consent for Advertisements within the Conservation Area will only be granted where it respects the character and appearance of the Conservation Area, does not create a danger or hazard to public safety and respects the character, proportions and design on which it is to be displayed, including the use of traditional materials where necessary. It goes on to say that in all Conservation Areas illuminated advertisements should be either externally illuminated or have internally illuminated individual lettering with solid or opaque background.

Visual amenity
The proposed north and south side signage would be 4.4m in width and 1.1m in height, however the separate elements are modest in scale and mounted directly to the building rather than on a sign board of any sort. The main logo would be 2.0m wide by 0.8m in height and the rest of the lettering would be 2.5m wide with 12cm high letters. The subtle design is in keeping with the modern colours and decorative treatment the building has undergone through its conversion. The building itself is freestanding and it is felt that the use of this type of material would not be discordant in terms of relating to the adjacent buildings, and it is felt they would preserve the character of the Conservation Area.

The proposed tray sign would be adjacent to the main entrance on the west side of the building, attached to the main wall within a recess between two bays which project approximately 1.0m west. It would be relatively obscured from majority of views from the north and south of the building. The scale is relatively small and would be at eye-level rather that at the normal fascia level where it may be more

visible. The materials are consistent with the modern renovation work that the building has undergone and given the relatively small size would not harm the character of the Conservation Area.

The manner in which the north and south side signage is to be illuminated has been changed from the original application form and will now be dealt with by condition. The principle of externally illuminated signage on the north and south part of the building, which is more visible, is considered to be more acceptable than internal illumination. The tray sign on the west of the building will be mainly opaque but the logo would be stencil cut and internally illuminated which is acceptable.

Recommendation
APPROVE for the reason that:-
Standard conditions 1-5

6 C14Av – 02.05.08
7 C2B – amended to read..'advertisement**s**'
8 C2G

Case Officer: [illegible] PB 13/5/08
Date: 12·5·08