Development Management - Delegated Officer Report

Application Number: AWDM/0040/18 Recommendation – APPROVE

Site: 2-4 Buckingham Road, Shoreham-By-Sea, West Sussex

Proposal: 3 no. externally illuminated fascia signs, 1 no. non illuminated window graphic, 3 non illuminated direct print panels.

Date of site visit: 5th February 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is within the town centre adjacent to the railway station. There is a mixture of land uses within the vicinity of the site, both commercial and residential. The application site is a two storey building the ground floor being the subject of this application, a retail unit 'One Stop Shop,' it appears to be residential above.

The retail unit as existing has externally illuminated fascia signage, window displays and poster frames mounted on the external wall. Retrospective consent was granted in 2007, ADC/0728/07 for this signage.

Consent is sought here for replacement signage to the building, updating the signage/images that exist currently. The method of illumination remains the same, external illumination LED trough light and bracket, and internal illumination for the fascia signage. The window graphics and other printed panels are to be non illuminated.

The site abuts, but is outside of, the Shoreham Conservation Area. The proposals are considered to impact the setting of the Conservation Area, the proposals have been advertised as such.

Due to the amount of signage and illumination that currently exists on site it is considered that the additional poster signage is unnecessary, particularly within this sensitive location. This, combined with the full window images which are more dominant and striking than the existing more muted images, are considered to be detrimental to the setting of the Conservation Area. Amended plans have been received showing the additional small poster panels removed and the window images reduced in scale with half the window area covered with the colourful image. Therefore reducing the overall impact and appearance.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policies 15 and Policy 17
National Planning Policy Framework (March 2012)

Planning Assessment

Principle

The proposal comprises upgrading the existing signage at a commercial property within the town centre. Policy 15 of the Adur District Local Plan states that lighting incorporated into developments should provide the minimum for public safety, be energy efficient, designed to illuminate the target only and avoid light pollution. Express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

Impact on Character and Appearance of Locality, setting of Conservation Area and Street Scene

The current signage and illumination at the site is plentiful giving a dominant impact upon the street scene and surrounding locality. Clearly advertising what is provided at the premises. The current proposals as amended allow for the replacement of some of the signage without unnecessary additional signage. The window displays have been reduced in scale to limit their prominence within the street scene in the light of the adjacent Conservation Area. It is considered that, as amended, on balance the proposals are acceptable taking into account the commercial locality, the appearance of the site as existing, as well as the Conservation Area impact. The site is within a town centre location and is in commercial use.

Residential amenity

The signage will not impact upon the residential accommodation above the site. It would not be unusual in this location to have such illuminated signage. Despite nearby residential properties, the signs as proposed are not considered to have such an impact on the residential amenity of nearby properties as to warrant refusal in this case. A condition is attached that states the signage should not be illuminated except when the shop is open for business.

Public Safety

Despite being clearly visible from the adjacent highway the signage is not considered to create a danger or hazard to public safety in terms of a distraction to passing vehicular traffic.

Recommendation

APPROVE

Subject to Conditions:-

1. approved plans
1-5 Advertisement conditions
7. Illuminated only during business hours

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

Case Officer: Hannah Barker Date: 20th March 2018

Authorised by: Peter Barnett Date: 20 March 2018