Development Control – Delegated Officer Report

Application expiry: 05.01.07.

Application Number: ADC/0425/06 Recommendation - Permit

Site: **16 - 18 East Street Shoreham-by-Sea West Sussex BN43 5ZE**

Proposal: **Externally-illuminated fascia sign**

The Application

The application relates to signage at Angel a Lounge Bar on the east side of East Street. The proposal is for an externally illuminated fascia sign.

The application property was granted permission for change of use to a delicatessen, café and bar/restaurant from a beauty salon under SU/189/05/TP, signage was put up at the time of the site visit.

Consultations and Representations

Consultations/Comments

County Surveyor	If the front fascade is painted and the repairs finished, then the folding doors andthe fascia will sit reasonably in the streetscene.

Third Parties

There has been no third party representation on this application.

Contributors

ADCAG

Preferably just lettering i.e. (fret cut) should be placed directly to the wall above central to the entire building frontage above the folding doors in place of the present offset fascia board. Exterior lighting should be sympathetic with the conservation area.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): LOC1, NE9, CH1, CH4, DEV1.

Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AS1, AE5, AB4.

Planning Assessment

The main planning concern of the application is the impact the proposals will have on the character of the conservation area.

The property is located with the most northern half (No.18) being within the area of special advert control which surrounds the church of St. Mary De Haura, however the proposed sign is located out of this designated area.

The sign itself is a fret-cut red plastic and mounted upon the existing wooden painted fascia above the entrance to the premises, and is surface lit by two external lights.

Although Design Bulletin No.2 'Shopfronts' states that modern materials can be used for new shopfronts, in a 'matt' finish in conservation areas, it is felt same effect would be had from a hand painted sign in gloss paint. The illumination of the signage is not excessive and the modest size of the lettering prevents it from having too much of an impact visually which therefore does not detract from the character of the conservation area.

Recommendation

APPROVE

Standard advert conditions 1-5.

6. C2Ai

7. C2B

Case Officer: [redacted] [redacted]

Date: 04.01.07

Head of Planning and Community: [redacted]

Date: 04 01 07

In consultation with the Chair of the Planning

And Regulatory Committee: [redacted] 4/01/07

Date: