Enc 17/3

Development Control – Committee Report

Application Number: ADC/0088/10 Recommendation – Consent

Site: 402A Brighton Road, Shoreham-by-Sea BN43 6RF

Proposal: 2 non-illuminated wall signs and one temporary banner sign facing Brighton Road and one non-illuminated wall sign facing New Road (retrospective)

The Application

This application, as submitted, retrospectively seeks express consent for:

- 2 non-illuminated wall signs (1A & 4C) facing the A259 (1.2m wide by 1.1m high on the west side of the access and 1.3m by 1.2m on the curved wall on the east side of the access) [NB. the west side wall has recently been accidentally knocked down and rebuilt as just a curved low wall – so the applicant has amended the west side sign to 1m wide by 0.5m high positioned only 0.15m above ground level];
- one temporary banner sign (2m by 1m) on the southeast-facing wall of the building (2A); and
- one non-illuminated wall sign (0.7m by 1m) on the New Road elevation (4E).

The applicant claims that the hanging sign (0.6m by 0.35m) facing New Road is 'established' (ie. deemed consent owing to having existed for more than 10 years) but agreed to remove the other 5 signs shown in the photographs accompanying the application. These have now been removed plus sign 4C as a result of the destruction of the tall curved wall on the west side of the access (and its rebuilding as only a low wall less than 1m high).

Consultations and Representations

West Sussex County Council: No highway objection.

Adur District Conservation Advisory Group: Comment that the temporary banner and the wall sign in New Road are both too large, the latter is also unacceptable in combination with the hanging sign and signage within the window. The signs on the forecourt wall are acceptable because of the character of the A259.

Third Parties: No comments received.

Relevant Planning Policies and Guidance

The South East Plan 2006-2026 (GOSE 2009): SCT1, CC6, BE6
Adopted Adur District Local Plan 1993-2006 (ADC 1996): (saved policies) AG1, AB17, AB19

PPS5 ' Planning for the Historic Environment' (DCLG 2010)
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

The site is located within the Conservation Area where the Council has a statutory duty to have special regard to the desirability of enhancing or preserving the character or appearance of the area. Policy AB19 of the Local Plan states that consent for advertisements within a Conservation Area will only be granted where they respect the character and appearance of the Conservation Area; do not create a danger or hazard to public safety; and respect the character, proportions and design of the building on which they are displayed, including the use of traditional materials where necessary.

Effect on the Conservation Area and amenity

Until recently, as shown in the submitted photographs, there were a multiplicity of signs that had increased over the years. However, following a recent complaint, a discussion took place with the owner and she agreed to reduce the overall display and make a retrospective application for those she wished to retain.

The overall display prior to its recent reduction was clearly unacceptable as it constituted clutter of advertisements that was out of keeping with the traditional buildings in these streets, especially New Road. It was detrimental to the Conservation Area and contrary to policy AB19.

As now reduced and applied for in this application, having regard to the business carried on from the premises, it is considered that the signage does pay regard to the character, proportions and design of this building and does not adversely affect the Conservation Area. The display in New Road, which is the more sensitive of the two streets, is now relatively restrained.

The display adjoining Brighton Road has been reduced further as a result of the recent lowering of the west side wall and the smaller sign shown on the revised proposal. The banner sign is considered acceptable as a promotional sign subject to limitation on the period of time for which it is displayed.

Safety

There are no safety concerns, including on highway users.

Recommendation

APPROVE subject to standard conditions 1-5

6. The banner sign on the south-east elevation of the building shall only be displayed for temporary periods of not more than 4 weeks continuously

and for not more than 20 weeks in total in any calendar year and a record shall be kept of the dates that it is displayed (which shall be made available to the LPA upon request). *R. In the interests of the visual amenity of the Conservation Area.*

7. This consent relates to the signs denoted as 1A, 2A and 4E on the photographs received with the application on 22 March 2010 and to the proposed replacement sign on the west side of the Brighton Road access shown on the photograph received on 20 April 2010. *R. For the avoidance of doubt and in the interests of amenity.*

Case Officer.. [redacted] Date... 21/4/10

Chairman of Planning Committee [redacted] Date.. 26.04.10