Expires 29.09.09

Development Control – Delegated Officer Report

Application Number: ADC/0302/09 Recommendation - Permit

Site: **61 West Street Shoreham-by-Sea West Sussex BN43 5WF**

Proposal: **Wall-mounted metal signboard at groundfloor level and projecting metal hanging sign at first-floor level (non-illuminated)**

The Application

The application relates to a former residential end-of-terrace house, converted to use as a veterinary surgeons in 1972. The premises are located on the west side of the street directly opposite the junction with North Street, and St. Peters RC Church.

Permission is sought for a wall-mounted metal signboard at ground floor level which would be 1m in height and 0.8m wide, and for a projecting hanging sign at first floor level which would be 0.6m in height and would project by 0.5m. The projecting sign would be located between the two upper floor windows.

The signs would replace an existing sign which is approximately 0.2m by 0.2m.

The premises are located in a residential area with very few other commercial uses within the vicinity. Exterior mounted signage is limited to those on St. Peters Church.

Consultations and Representations

West Sussex County Council: The Highways Officer states that the signs would not be in a location where they would obstruct the highway. Neither of the two signs are going to be illuminated, however one of the signs overhangs the pavement, to which a Highway license will be required before it is erected.

Adur District Conservation Advisory Group: No comment.

Third parties: There have been three letters received on the application.

- The occupier of 56 West Street, a dentists, says that they are directly opposite and that they have no objections and fully support the application.
- The owner of No.59 West Street feels that the design of the signs will need to be discreet and harmonious due to the residential location. They state that the design has his blessing and will not change his life.
- The owner of No.44 West Street feels that a projecting sign on the first floor would spoil the appearance of the front of the building. When

approaching from North Street the building has a pleasing appearance in keeping with the houses 59 and 57. There is no need for a projecting sign for customers approaching from North Street. They state that this is a primarily residential street and obvious signs for the very few businesses are out of keeping with the road, and neither of the other premises in the vicinity have obtrusive signs.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)
PPG15 ' Planning and the Historic Environment' (DoE 1994) and Circulars 01/01 and 09/05

Planning Assessment

Policies
Policy AB19 of the Local Plan states that consent for advertisements within a Conservation Area will only be permitted where it respects the character and appearance of that Conservation Area, and does not create a danger or hazard to public safety, and that it respects the character of the building on which it is displayed.

Character and appearance of the Conservation Area
The application premises are a former residential house in a terrace of 7 similar houses, in an area which is predominantly residential. There are a few commercial operations having been granted in some of the surrounding dwellings which all have discreet signage. St. Peters Church is the only building having more obvious signboards in the immediate area.

Currently the building has a small plastic diamond shaped sign that is readable from the east in North Street, and very modest in scale.

Concerns were raised with the applicant that the proposed projecting sign would be out of keeping with the predominantly residential character of the area. The premises are located over 150m from the High Street to the south where the hanging sign would be more appropriate. The distance from the High Street would also be too great for it to be useful in directing people from the High Street to the premises, as it would be illegible at such a distance.

The applicant has now amended the plans and deigned the projecting sign out of the scheme. Additionally the ground floor sign has been reduced in size so that now it would be 0.25m wide, by 0.3m in height, and located 1.4m from ground level.

It is considered that the diminutive scale of the proposed remaining sign would now not have a cramped appearance and would respect the character of the building on which it would be displayed. The metal tray design is not considered to be out of keeping in this instance due to the small size of the proposals.

Recommendation

APPROVE for reason that :-

Standard Advertsiement conditions 1-5

6. C14Aii – ....amended plans and letter received on 18.08.09..... (AB19)

Case Officer: [redacted]
Date: 09.09.09 PB 9/9/09