exp 11/6/07

Development Control – Delegated Officer Report

Application Number: ADC/0230/07 **Recommendation - Application Permitted**

Site: **32 - 34 High Street Shoreham-by-Sea West Sussex BN43 5DA**

Proposal: **Internally-illuminated fascia sign ~~and projecting box sign~~.**

Please delete this from description.

The Application

The proposal was initially for two illuminated signs – one fascia sign and one projecting sign but the projecting sign has since been withdrawn.

The fascia sign is proposed to be of acrylic and brushed aluminium with white and yellow lettering edged in green. The background will be a matt grey colour. The lettering will spell 'Subway' and take the form of the corporate logo of the sandwich bar proposing to occupy the unit. It is proposed that the lettering only will be illuminated internally to a brightness of not more than 200 candelas.

The projecting box sign was proposed to be of the same colours, materials and finishes and measure 800 x 540 x 125mm. This sign was considered unsuitable and the applicant was invited to remove it from the application, which they have done. The application is now for the fascia sign only.

Consultations and Representations

Consultations/Comments

Third Parties
No third party representations received.

Contributors
ADCAG No objection to the fascia sign. However we would prefer the projecting sign to be omitted.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1 and AB19
West Sussex Structure Plan 2001-2016 DEV1 and CH4
Submission Core Strategy: ENV10
Design Bulletin No. 2 Shopfronts

Planning Assessment

The site lies in the Shoreham Conservation Area on the north side of the High Street. The unit was formerly a furniture shop and is now vacant.

The site also lies within Zone B of the Area of Special Advertisement Control as set out in Design Bulletin No. 2 "Shopfronts". This means the site has been recognised as being in an area of more mixed character where many alterations have already occurred. Fascia signs with internal illumination to the lettering only and set on an opaque background will normally be permitted in Zone B. Modern finishes are also considered appropriate in some instances.

The proposed fascia sign is considered to accord with the above requirements of Design bulletin No. 2 and that it would have no significant impact on the character and appearance of the streetscene. No features of architectural merit will be affected as the building has no features of particular merit in the location of the proposed sign. The vacant unit looks somewhat rundown so the new signage should help improve the appearance of the building. It is considered that the modern style of signage is acceptable on this building.

The projecting sign was considered to add clutter to the streetscene. Very few projecting signs exist in the High Street, which has been protected from excessive sign clutter. The proposed sign was large and the illumination would have drawn further attention to it. The building already has a hanging sign on it that would have been above the proposed projecting sign. The two together were considered unacceptable in Zone B. The adjacent unit occupied by Barclays Bank has a small projecting sign, but this building is set back so this is less imposing.

As a result of the concerns about the projecting sign the applicant has removed it from the proposal and submitted amended drawings showing the fascia sign only.

Recommendation

APPROVE for reason that :-

The illuminated fascia signage will not have any adverse impact on the character and appearance of the Conservation Area and will not create a danger or hazard to public safety. Therefore complying with Policy DEV1 of the West Sussex Structure Plan and Policy AB19 of the Adur District Local Plan.

1 Standard advert conditions 1-5.
2 C2B (illumination restricted to business hours) - reason amended "In the interests of the character and appearance of the Conservation Area"

Case Officer .....

Date 1/6/07.

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