Expiry Date - 13/01/14

Development Control – Delegated Officer Report

Application Number: AWDM/1381/13 **Recommendation – APPROVE**

Site: **85 - 89 Brighton Road Shoreham-By-Sea West Sussex BN43 6RF**

Proposal: **Replacement sign and new yacht club logo to east elevation of building for Sussex Yacht Club.**

Date of site visit: 11 Dec 2013

Neighbours checked: YES - but No.402b Brighton Road returned as 'no such address'. Address on Earthlight/OS but cannot see entrance/address on Google Streetview.

Additional neighbour notifications: No

Proposal, Site and Surroundings

The proposal seeks advertisement consent for a replacement sign above the main entrance on the east elevation of the Sussex Yacht Club clubhouse building.

The existing signage is set high up within the gable and is a long rectangular sign in blue lettering stating 'Sussex Yacht Club'.

It is proposed to replace the old white painted shiplap boarding to the east elevation and replace the existing sign with a new larger one incorporating a circular 'flag' logo in black and red with 'Sussex Yacht Club – Founded 1892' beneath in black lettering. The overall size of the sign would be 3 x 2.5m and the minimum height above ground level would be 5m and maximum 7m. Materials would be an aluminium composite panel cut to shape with digitally printed matt laminate logo and lettering.

Relevant Planning History

It was advised at pre-application stage that the proposed replacement signage was likely to be supported.

Consultations: The Conservation Architect has no objection.

Representations: None received.

Relevant Planning Policies and Guidance

Adur District Local Plan (1996): AB19
National Planning Policy Framework: Sections 7 and 12

Planning Assessment

Principle

Replacement of the signage on this building is acceptable in principle. The site lies within Shoreham Conservation Area and therefore the effects on visual amenity are a material planning consideration. It is the duty of the Local Planning Authority to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

Visual Amenity

Illumination is not proposed. The size of the lettering, larger logo and black and red colouring of the proposed replacement signage are all considered to be acceptable in terms of their effects on the visual amenity of the area. The proposal would therefore preserve and enhance the character and appearance of the conservation area.

Highway Safety

The sign would not be illuminated and would be viewed against the backdrop of the building. It would not distract highway users and there would therefore be no highway safety issues.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard advert conditions 1-6
2. Approved plans

Is recommendation contrary to any representations? No

Case Officer signed: Sarah Crease Date: 02/01/14

Authorised and signed by: Jo Morin Date: 2 Jan 2014