Development Control – Delegated Officer Report

Application expiry: 13.02.07

Application Number: ADC/0494/06 Recommendation - Permit

Site: **Lloyds Tsb 19 Brunswick Road Shoreham-by-Sea West Sussex**

Proposal: **Replacement illuminated signage**

The Application

The application relates to a branch of Lloyds TSB Bank on the SW side of the junction between Brunswick Road and Western Road in the Shoreham Conservation Area. The proposal is for replacement illuminated signage on the north and east elevations and above the entrance on the NE corner, all at fascia level.

Consultations and Representations

Consultations/Comments

County Planning Officer (Design & Conservation) states that the elevations are sufficiently robust to take this new signage and has no objections.

Third Parties

There have been no third party objections on the application.

Contributors

ADCAG have no objection to the application.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): CH4, DEV1.
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB19.

Planning Assessment

The main consideration of the application is the effect the signage would have on the character of the conservation area.

Design Bulletin No.2 identifies specific areas in which particular signage is inappropriate in the conservation area, and states that perspex box fascias would be permitted in exceptional circumstances in Zone A (which includes Brunswick Road).

The existing lettering on the north and east elevations would replace existing similarly sized lettering, but would be internally illuminated. The only noticeable addition would be the square 'black horse' logo next to the lettering on the fascia, also illuminated. The projecting sign similarly would be replaced with an internally illuminated sign.

It is considered that the internally illuminated individual lettering, logo's and projecting signage would not have a harmful effect on the character of the conservation area or on the amenity of the local residential properties.

Recommendation

APPROVE

Standard advertisement conditions 1-5

~~6. C2B.~~

Case officer:
Date: 24.01.07

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