Development Control – Delegated Officer Report

Application Number: ADC/0307/09 **Recommendation – Grant Listed Building Consent**

Site: **Town Hall Chambers 45 - 49 High Street Shoreham-by-Sea West Sussex**

Proposal: **Replacement canvas signs in metal frames and replacement lettering (to change name from Prezzo to Chambers Bistro) (application for LB Consent)**

The Application

The application site is the Town Hall Chambers building on the south side of the High Street within Shoreham town centre. The site is within the Conservation Area and is a Grade II listed building.

Listed building consent is sought to replace the existing Prezzo signage, which includes two canvas banner signs in metal frames and a fascia sign above the main entrance. The signs are to be the same size as existing with the 'Prezzo' logo replaced with 'Chambers Bistro,' the proposed occupiers of the building. The banner and fascia signs are to be grey in colour with white lettering. The banner sigs will be illuminated as existing, there will be no change to the spotlights on the building.

Consultations and Representations

Third Parties: - No third party representations have been received.

A.D.C.A.G: - No comment

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB7, AB9, AB10, AB19
PPG15 'Planning and the Historic Environment' (DoE 1994)

Planning Assessment

Policies

The Town Hall Chambers are a Grade II Listed Building within the Shoreham Conservation Area. There is a statutory duty to have 'special regard to the desirability of preserving Listed Buildings, their setting and any features of special architectural or historic interest.' The above policies state that consent will be granted for development, including advertisements, within a Conservation Area and on Listed Buildings where they respect the character and appearance, and the proportions and design of the host building.

Impact on Listed Building

The signage is identical in size to the previous 'Prezzo' signage, however the colour is to be changed from royal blue to grey with a change in the name. It is considered that the change is minor and the signage is simplistic, uncluttered and reserved against a historic listed building faēade within the Shoreham Conservation Area and accords with policies AB7 and AB19 of the Local Plan.

Amended Plans have been received which show a minor change to the lettering on the banner signs, this is considered acceptable.

Recommendation

APPROVE for reason that :-

The signage does not harm the character or appearance of the Listed Building or conflict with policies AB7 and AB9 of the Adur District Local Plan. The signage will contribute to enlivening the streetscene and the need to ensure the continued viable use of this Listed Building as recognised in AB10.

1. C14Ai – 17/09/09 AB7 and AB9

Case Officer... [redacted] .....Date.....17/9/09.

PB 17/9/09