expiry · 06·04·09

Development Control – Delegated Officer Report

Application Number: ADC/0052/09 Recommendation - Permit

Site: 54 High Street Shoreham-by-Sea West Sussex BN43 5DB

Proposal: Replacement shopfront and retractable canopy

The Application

The application site is a vacant shop located on the north side of High Street, adjacent to the junction with John Street. The premises was originally occupied by a charity shop, and currently has shop front windows with coated metal frames and a matching metal and glazing front door which is centrally located. The fascia signage is a timber hand painted sign which is in need of repair as the paint is cracked and flaking.

The proposals are for the new occupier 'Cass Butchers', to replace the windows and shop front with like for like replacements. The colour would be changed to a British racing green finish. The front door will be replaced with a door which has a lower solid panel 0.6m in height. The proposals also include a retractable Dutch blind across the whole frontage of the premises, which would project by 0.9m.

The site is the easternmost premises within a block that includes the former Woolworths, and Blockbuster Video shop. The block as a whole is relatively modern in comparison with some of the older buildings within the Conservation Area and as such the shopfronts are less traditional in design with metal framed windows and doors rather than timber.

Consultations and Representations

Adur District Conservation Advisory Group: No objection.

Third Parties: There have been no third party objections to the proposals.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC1, CH4, DEV1.
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB4, AB20, AB21
Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy (ADC 2008)
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies
There is a statutory duty to pay attention to the need to preserve or enhance Conservation Areas. Policy AB20 of the Adur District Local Plan states that new shopfronts will be permitted where they are of a design and use materials which respect the character of the area and the building which they form part. Policy AB21 refers to shopfronts in conservation areas and states that replacement shopfronts should be of an appropriate design and materials which respect the character of the conservation area and the building.

Structure Plan policies state that conservation area will be preserved and where possible enhanced. Public views in and out and general ambiance of historic towns and villages as a whole are protected and where possible enhanced, CH4.

Design Bulletin No. 2 Shopfronts seeks to secure the long term economic regeneration of Shoreham and to conserve and enhance its historic and townscape heritage. New shopfronts should acknowledge the features which occur throughout the street and they should have a clearly defined framework of pilasters, stallrisers with common heights and cornices. The proportions of the elements should achieve a visual balance with consistent bay widths and depth of fascia.

The Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy has identified the use of modern replacement building materials such as uPVC windows and modern doors as factors which have a negative impact on the character of the Conservation Area. The vacant premises is not a listed building and the Conservation Area Character Appraisal does not identify it specifically as having a positive contribution to the townscape.

Affect on the Character of the Conservation Area
The proposed replacement shopfront would be an exact copy of what currently exists at the site, save for the change in colour and the new entrance door. Whilst it is generally accepted that opportunities should be taken to improve the stock of shop frontages within the town centre, to ones more in keeping with the surrounding older buildings, it is considered that in this case the economic regeneration of the High Street outweighs the need for timber window frames, particularly due to the premises being comparatively modern in the context of other nearby historic buildings, and given the state of repair of the current site that it is still likely to be an improvement.

The scheme has been amended to show a front door with a matching stallriser panel which is considered to be an improvement in appearance terms. The applicants agent has indicated that the proposed Dutch blind may be replaced with a more traditional pull-out blind, and is happy to have the final details of design and method of fixing to be subject to a planning condition.

The details of the replacement fascia are not a subject of this planning application, however a replacement can be installed under Class 5 of Schedule 3 of The Town and Country Planning (Control of Advertisements)(England) regulations 2007 without requiring permission.

Recommendation

APPROVE for reason that :-

The proposed shopfront would respect the character of the existing building and would not detract from the surrounding built environment or the streetscene. It would preserve the character of the Conservation Area and would consequently not conflict with policies of the Adur district local Plan (AB20, AB21) and the West Sussex Structure Plan (DEV1, CH4).

1. C1Ci.
2. C14Ai – amended
   ....amended plan (09/503/01/A) received on 05.03.09 and...etc.
3. C12Ai – amended
   Notwithstanding the details on the approved plan, no development shall be carried out until a schedule of materials and finishes to be used for the shopfront and retractable canopy have been submitted to and approved in writing by the Local Planning Authority.
   Reason: *In the interests of visual amenity and to comply with policy AB21 of the Adur District Local Plan and CH4 of the West Sussex Structure Plan.*

Case officer: [signature] PB 12/3/09
Date: 12/3/09