Expires
27.08.08

Development Control – Delegated Officer Report

Application Number: ADC/0347/08 **Recommendation - Permit**

Site: **41 High Street Shoreham-by-Sea West Sussex BN43 5DD**

Proposal: **Replacement groundfloor front windows/doors at No's 39 and 41 (to be amalgamated to single restaurant)**

The Application

The site is located within the town centre shopping policy area within Shoreham High Street. This area is also designated as a Conservation Area. The site comprises two existing restaurants on the south side of the street to the east of the former Town Hall. No.41 (Toscas) is the most westerly of the two and has a metal tray fascia with external illumination, the existing shopfront comprises a timber framed door with opening timber framed windows and 0.7m stallriser. No.39 is the eastern of the two restaurants and has a painted timber framed shopfront and fascia with centrally located double doors with 0.25m stallriser. Toscas currently has a pull-down awning. Residential accommodation above No.39 is accessed through a centrally located recessed door.

Permission is sought to replace the existing two shopfronts with one amalgamated design. The single shopfront (now amended) has been designed to retain the Toscas shopfront (No.41) and replicate the design at the front of No.39. A new fascia would be installed across the front of both shopfronts.

Consultations and Representations

West Sussex County Council: The Conservation Architect states that the central pilaster is now successfully incorporated on the western side; the revised fascia and windows are now in timber hardwood which is an improvement; and that the painted fascia is an improvement.

Adur District Council: The Environmental Health Officer has looked at the proposals and licensing conditions for the premises and has no adverse comments to make.

Third Parties: There have been no third party representations on the application.

Adur District Conservation Advisory Group: Not happy with the loss of the corbel. They would like to see one overall colour and matching fenestration and removal of the shutters.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): CH4, DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AB4, AB20, AB21
Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy (ADC 2008)
Design Bulletin No. 2 Shopfronts (Adur District Council)

Planning Assessment

Policies

There is a statutory duty to pay attention to the need to preserve or enhance Conservation Areas. Local Plan policy AB4 also requires design and construction materials should be of a high standard. 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.

Impact on the Character and Appearance of the Street Scene and Conservation Area

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. Neither of the application restaurants are listed and the Character Appraisal does not identify either building specifically as having a positive contribution to the townscape.

Design Bulletin No.2 Shopfronts states that 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 existing two restaurants sit within a row which is comprised of five buildings, located between the entrance to the Crown and Anchor car park and Town Quay. The former Town Hall to the far west is a Grade II listed building and is particularly dominant within the streetscape, to the far east No's 35 & 37 have been amalgamated to form the Alliance and Leicester building society.

The existing two shopfronts are currently different in design, with the differences in proportion and use of materials helping to retaining a separate identity between the two sites. The main concern would be that the rhythm of the individual sites within the streetscape would be unacceptably affected by the amalgamation of the two shopfronts and the use of inappropriate materials.

As originally submitted it was felt that the proposed amalgamation of the two shopfronts had an overly high and bulky fascia that would have upset the rhythm of the street. The metal fascia and metal windows and doors of the shop front (although not uncommon within the streetscene) would have appeared out of keeping due to the width of the resultant shop front. It also was felt that the decorative elements which relate to the 'Italian' restaurant theme and are present only above No.41 should be removed as their appearance did not enhance the character of the Conservation Area.

The applicants agent has submitted amended plans which show a more sympathetic design for the proposed shopfronts.

The existing painted timber framed front door and opening windows would be retained at the front of No.41 (Toscas) and this element would now be replicated at the front of the vacant site (No.39), with a matching height stallriser.

The painted timber fascia which exists above the shopfront of No.39 (and is the more sympathetic of the two in use of materials and scale) would be extended across the frontage of Toscas (No.41). The fascia would be stepped in height around the entrance way to the residential flats, and is considered to be acceptable as it retains an element of separation between the sites, and would be of painted timber.

The use of materials for the frontages, scale and proportions are considered to be in keeping with the surrounding area and would preserve and enhance the Conservation Area. The paint colour of the timber work and style of illumination will be dealt with under a planning condition.

The centrally located west side pillaster from No.39 (which is considered to be the more decorative of the two sets) will be relocated at the west side of

No.41, retaining an historic reference point. The pair currently either side of No.41 would be lost.

Given the positive effect the increased size of the restaurant will have on the commercial regeneration of the High Street, and that the shopfront has been successfully amended to be sympathetic in design and its use of materials, it is felt that the loss of a pair of pilasters (although regrettable) would not warrant refusal of the application in this instance.

The applicant has agreed to remove some of the decorative items at first and second-storey level but feels that the shutters add a Mediterranean feel to the restaurant. Although it is considered the decorative elements do not particularly enhance the Conservation Area and may feel discordant given the amalgamation of the shopfronts, on balance, it is felt that their retention would be acceptable.

Recommendation

APPROVE for reason that :-

The proposed replacement shopfronts would respect the character of the existing buildings 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).

Subject to:-

1. C1Ci
2. C14Ai – 12.08.09 (AB21 of the ADLP and CH4 of the WSSP)
3. C12Ai – amended
   No development shall be carried out unless the details of paint colour, fascia illumination, design of fascia lettering and numbering for the frontages hereby approved have been submitted and approved in writing by the Local Planning Authority.
   Reason: *In the interests of visual amenity and to comply with policy AB21 of the ADLP and CH4 of the WSSP.*

Case Officer: [signature] Date: 26.08.08 B 27/8

Planning Services Manager: [signature] Date: 27/8/08

Chair of the Development Control Committee: Date:

a J Mills 28/08/08