Development Management - Delegated Officer Report

Application Number: AWDM/0454/24 Recommendation – APPROVE

Site: 21 East Street, Shoreham-by-Sea, BN43 5ZP

Proposal: Removal of external signage and 1no. ATM. Lengthen existing window to match neighbouring windows on front elevation. All repair work to match the existing elevation. (Amended Resubmission of AWDM/0193/23)

Date of site visit: Assessment has been assisted using the Applicants plans; Earthlight mapping; and Google 3D of the site

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings:

This application relates to a 2 ½ storey, end of terrace commercial building (Nat West Bank) on west side of the road at the end of a cul-de-sac, pedestrianized thoroughfare, abutting the grounds of St. Mary's Church in Shoreham.

The site is located within the commercial shopping area of Shoreham, and is within the Shoreham Conservation Area. The neighbouring property and grounds St. Mary's Church etc., are Listed Buildings.

The property has a protruding first floor bay window with a leaded facia and under bay section. Below that is an advertisement facia sign 'Nat West', plus there is other signage on the frontage. The ATM machine is on the lower right hand side of the frontage (as viewed from the street).

Proposal:

Permission is sought to:-

- Remove all the adverts;
- Remove the ATM machine;
- Lengthen window currently above the ATM machine;
- Make good with materials to match the existing elevation.

Relevant History:

AWDM/0193/23 Removal of external signage and 1no. ATM and infill with brickwork to match the existing elevation. **Approved 10.05.2023**

Representations: None received

Consultations: CAAC (Conservation Area Advisory Committee): Approve

Relevant Planning Policies and Guidance

Adur Local Plan 2017 Policy 1, 15, 16, 17
National Planning Policy Framework 2023

Planning Assessment

Principle:

There is no objection in principle to the proposal which is a commercial use within a commercial/town centre location. The key concerns are the effects on the existing residential and visual amenities of the locality and how the proposal affects the character and appearance of the Conservation Area.

Character & Appearance:

The building is within an existing town centre location and within a Conservation Area. The use of the building is currently a bank, but the removal of the signage suggests that this use is ceasing.

The removal of the signage from the front of the building will be a visual improvement to the building and the removal of the vinyl obscuring the glazing of the side window will be acceptable. No information has been given as to any replacement signage, but in any case, advertisement consent will be required for most new adverts.

Whilst the loss of the ATM is not a material consideration of this planning application, the manner in which the resulting hole in the wall is dealt with is a material planning consideration. The previous application AWDM/01903/93 for the removal of the signage and ATM, proposed to close the hole with bricks to match the existing elevation. However, this current application seeks to lengthen the window above the ATM to bring it in line with the existing windows on the front elevation.

The lengthening of the window is considered to be appropriate for the front elevation as it will balance the group of 3no. windows and be in character with the building.

In conclusion, it is considered that the removal of the advertisements and ATM together with the lengthening of the window to be in accordance with the neighbouring 2no. window on the front elevation will preserve and enhance the Conservation Area.

Recommendation

APPROVE subject to the following condition (s)

1. Approved plans
2. Standard time limit
3. Matching materials

4. Window

Informative:

1. Approved without amendment

Is recommendation contrary to letter(s) of representation? N

Case Officer: Eve Hearsey Date: 31.05.2024

Authorised by: Peter Barnett Date: 31 May 2024