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# Comments for Planning Application AWDM/1291/15

1 message

**planning@adur-worthing.gov.uk** <planning@adur-worthing.gov.uk> 10 November 2015 at 09:34
To: planning@adur-worthing.gov.uk

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 9:36 AM on 10 Nov 2015 from Mr Gerry Thompson, on behalf of Shoreham Society.

## Application Summary

**Address:** 22 East Street Shoreham-By-Sea West Sussex BN43 5ZE

**Proposal:** Advertisement Consent for the retention of new signage and lighting for La Galleria (retrospective).

**Case Officer:** Gary Peck

Click for further information

## Customer Details

**Name:** Mr Gerry Thompson, on behalf of Shoreham Society

**Email:** [redacted]

**Address:** 57 CONNAUGHT AVENUE SHOREHAM-BY-SEA

## Comments Details

**Commenter Type:** Member of the Public

**Stance:** Customer objects to the Planning Application

**Reasons for comment:** - Design

**Comments:** The Shoreham Society has been very seriously concerned about recent building measures taken by owners of La Galleria in the heart of our conservation area, without planning permission. We would like the following comments to be taken into account with respect to their recent application for retrospective permission. We are particular alarmed at the steps that have been taken of installing blue lighting all along the East Street frontage and illuminated signage on the gable facing north along East Street. We feel that such illuminations are completely unnacceptable in the conservation area, and as such have been absent until now throughout the zone. Both these features are visible from a great distance up and down the street in both directions. Allowing these would set a totally unnacceptable precedent, where many other businesses would be able to apply for and receive permission for similar installations, and the conservation area would quickly lose its precious

and extremely distinctive traditional character. We gather that one commentator has said that those measures are good because they "help the business stand out" – but surely the whole point about a conservation area is that the buildings "fit in", with only the modest degree of variation that occurs within traditional building methods and finishes. We feel that denying permission would be consistent with the body of previous rulings, which we understand have included rejection of illuminated features in the past. What with all the development pressure surrounding the centre of our town, the Society feels that the central conservation area - and in particular the around the area closest to St Mary's Church - is what, more than anything, makes Shoreham the special place that it is. We would therefore encourage you to reject the application to retain the illuminated lighting installation and the illuminated signage. Thanks for your attention to this matter. We would be pleased to have an opportunity to speak at the meeting if appropriate. Gerard Rosenberg, Chair Gerry Thompson RIBA, Architect The Shoreham Society, Shoreham by Sea Phone number for contact: [redacted]