Development Management - Delegated Officer Report

Application Number: AWDM/0193/23 Recommendation – APPROVE

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

Proposal: Removal of external signage and 1no. ATM and infill with brickwork to match the existing elevation.

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.

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.

Proposal:

Permission is sought to remove all the adverts from the frontage of the building and remove the ATM machine

Relevant History:

Representations: Objection 12 The Avenue

- I strongly object to the removal of this general amenity
- This is the only ATM that is available outside of a shop in the whole of Shoreham;
- If removed I will have no access to cash except inside the Post Office or inside the Coop store;
- NatWest is already the only bank remaining in Shoreham and to lose the ATM is appalling

Consultations: CAAC (Conservation Area Advisory Committee): Approve

Relevant Planning Policies and Guidance

Adur Local Plan 2017 Policy 1, 15, 16, 17
Supplementary Planning Guidance comprising: Development Management Standard No.2 'Extensions and Alterations to Dwellings'
National Planning Policy Framework 2021

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, but in any case the loss of the ATM is not a material consideration of this planning application.

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.

It is considered that the removal of the advertisements will not negatively affect the character or appearance of the Conservation Area.

Recommendation

APPROVE subject to the following condition (s)

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

Informative:

1. Approved without amendment

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

Case Officer: Eve Hearsey Date: 09.05.2023

Authorised by: Peter Barnett Date: 9 May 2023