Expires 6/9/07.

Development Control – Delegated Officer Report

Application Number: ADC/0425/07 **Recommendation – Permit Application**

Site: **Town Hall Chambers 45 - 49 High Street Shoreham-by-Sea West Sussex**

Proposal: **1 No. fascia, 2 No. menu box signs, 2 No. banner signs**

The Application

The application site is the Town Hall Chambers on the High Street, Shoreham. The proposal is to replace the current 'Shore Bar' signage with that of the new owners, 'Prezzo'. The existing clear banner signs are to be replaced with dark blue banners with white vertical 'Prezzo' text and the rusting supports replaced. Dark Blue 'Prezzo' text will also be installed on the fascia above the main entrance with wall mounted menu signs added to the base of the columns either side of this entrance. The lettering on the west side of the building is also to be removed and the holes made good. The banners signs will be illuminated by the existing spotlights whilst the menu signs will be illuminated by internal LED chips.

Consultations and Representations

Consultations/Comments

County Planning Officer (Design & Conservation)	No Objection.

Third Parties

No representations have been received.

Contributors

ADCAG raise No Objection.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB7, AB9, AB10, AB17, AB19
West Sussex Structure Plan: DEV1, CH5

Planning Assessment

Although the signage has been installed prior to this determination the main planning concern is with regard to the banner signage.

The Town Hall Chambers are a Grade II Listed Building within the Shoreham Conservation Area. There is a statutory duty to have 'special regard to the desirability of preserving Listed Buildings, their settings and any features of special architectural or historic interest'. The above policies state that consent will be granted for development, including advertisements, within a Conservation Area and on Listed Buildings where they respect the character and appearance, and the proportions and design of the host building.

The simplistic banner signage is identical in size to the previous 'Shore Bar' banners but with a royal blue background and white lettering as opposed to the previous discrete clear backed banner. These original banner signs were temporarily approved under SU/216/01TP for one year to enable the Shore Bar to be sufficiently publicised on opening. This permission was renewed under ADC/0483/06 with the banners given special dispensation for as long as the Shore Bar traded. It was acknowledged that during the intervening period the banner signs had become part of the streetscene and an enlivening feature. Whilst these new banners are more stated than the originals, and prominent for a Listed Building, it is considered that they are of suitably simplistic design that is respectful to the building and acceptable given the need to ensure the continued success of business on this site.

The blue 'Prezzo' lettering above the main entrance again is simplistic and reserved against the traditional town hall façade. The menu boards are of sufficient size so as not to detract from the appearance of the building whilst the replacement of the rusting banner supports refreshes its frontage.

In all this signage is simplistic, uncluttered and reserved against a historic listed building façade within the Shoreham Conservation Area and accords with policies AB7 and AB19 of the Local Plan.

Recommendation

APPROVE subject to:

1. Standard advertisement conditions 1-5.

Case Officer:.....

Date: 17/8/07.

CS 22/8/07