Expires 27/10/08.

Development Control – Delegated Officer Report

Application Number: ADC/0433/08 **Recommendation – Permit Application**

Site: **Alishaan Indian Restaurant West Street Sompting Lancing**

Proposal: **Externally-illuminated signs on front and side elevations (retrospective)**

The Application

The application site is the Alishaan restaurant (formerly known as The Smugglers) located on the north side of West Street, Sompting, within the village conservation area.
Retrospective permission is sought for signage located on the east south/front, and west elevations and includes amendments to that which has already been erected. The plans show that the main front/south elevation will retain the main fascia sign and its illumination by an overhead strip light. Above, central to the two first floor windows, the hanging sign will be retained but without its external illumination. On the western elevation, the large board sign sited on the curved corner will be removed and a smaller 0.8m by 0.8m sign attached to the flank wall with a small overhead light. On the eastern flank wall, the large 2.1m by 1.6m board sign will be retained between the two first floor windows along with its two small overhead lights. The external wiring to the lights that is clearly visible on all elevations is to be placed internally where possible and elsewhere painted to match the stone walling of the building. The disused lighting units at eaves level are to be removed.

Consultations and Representations

Third Parties

A resident nearby at Brooklands Cottage, West Street has stated that the restaurant as current has more than enough lighting and that consideration must be had to the fact that West Street is a small village and not a High Street.

Contributors

ADCAG raise no objection.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC1, DEV1, CH4
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB19

Planning Assessment

Policies
While it is recognised that a number of types of advertisement can be displayed without the express consent of the planning authority, Policy AB19 of the Adur District Local Plan states that the District Planning Authority will only grant express consent for advertisements in conservation areas which (a) respect the character and appearance of the surrounding area and (b) do not create a danger or hazard to public safety. Policy DEV1 of West Sussex Structure Plan requires that development should be of high quality taking into account the need to integrate with and minimise conflicts between land-uses and activities whilst CH4 states that the character and appearance of conservations areas should be retained and enhanced when approving development.

Advertisements
The Alishaan restaurant is a historic building that sits in a prominent position on the main West Street within the Sompting Conservation Area. The signage as current appears excessive, cluttered, and a poor addition to the building and wider conservation area. Whilst retrospective permission is sought for some of the signage, amendments have been made to reduce the negative impact of certain elements.
The main front elevation will remain largely unaltered from current, with the main sign (gold and white lettering on a black board) left in situ along with the strip light above. The hanging sign as current is externally illuminated which appears unnecessary against the modest building and street. The principle of the hanging sign is appropriate to the building and character of the conservation area however the lighting is not and as a consequence has been removed.
The large sign at first floor level on the eastern elevation is similar to those that advertised previous businesses on the site and as such is acceptable in principle along with two modest overhead lights.
The large sign that currently sits on the curved southwestern corner is absolutely unnecessary and clutters the appearance of the building. It has been removed as part of this application and a smaller sign attached midway along the western flank wall, illuminated by a small overhead light. It is considered that this is a much more suitable arrangement.
In addition, and in order to assist the de-cluttering of the building, the disused overhead lights that sit at eaves level are to be removed and, as far as is

practicable, the wiring to the lights is to be replaced internally. All remaining wiring is to be painted to match the colour of the walls.
A representation has been made by a neighbouring property concerned at the level of lighting on the building. It is agreed that it is excessive as current however the revised plans show this to be reduced with the loss of the lighting to the hanging sign. All other lighting is deemed reasonable and appropriate to the site.
It is considered that the revised signage, plus the measures described to de-clutter the appearance of the building, are sufficient to retain the character and appearance of the building and conservation area, thus according with structure plan policy CH4 and local plan policy AB19.

Recommendation

APPROVE :-

Subject to:

1. ~~C1C~~
2. Standard advertisement conditions 1-5
3. C2B '...advertisements...'
4. Prior to the display of the advertisements hereby granted consent all existing lighting equipment and signage on the building that does not form part of this application shall be removed.
   Reason: In the interests of amenity.
5. Within two months of the display of the advertisements hereby granted consent all wiring associated with the lighting of the advertisements shall be routed inside the building to the satisfaction of the Local Planning Authority except that, in instances where this is not possible, it shall be painted to match the colour of the external walls of the building.
   Reason: In the interests of amenity.

Case Officer:.....

Date: 20/10/08.
PB 20/10/08