expires 11/9/09

Development Control – Delegated Officer Report

Application Number: ADC/0274/09 Recommendation - Permit

Site: **378 - 380 Brighton Road Shoreham-by-Sea West Sussex BN43 6RE**

Proposal: **Replacement shopfront**

The Application

The application relates to the two most western shops within a small parade of five shops located on the north side of the street, directly opposite Frosts Garage and No.77A Brighton Road.

The proposal is for a new shop front which would be white aluminium window frames with a rendered blockwork stallriser, and white aluminium door frame.

The two retails units are currently occupied by a single company (Adur Furniture Network) and the units are internally connected. The easternmost shops are occupied by different companies. Directly to the east is Shoreham café at No.376, then Sargeant Harris Bookmakers at No.374, and Daniella's Wacky café at No.372. Above the shops are residential maisonettes consisting of a first floor with centrally located bay windows, and rooms in the roof with a flat-roofed front dormer, also centrally located.

All of the five shopfronts currently have a stallriser with centrally located doorway.

Consultations and Representations

Third Parties: There have been no third party objections to the proposals.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies):AB20
Design Bulletin No.2 ' Shopfronts'.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies
Policy AB20 of the Local Plan states that new shopfronts will be permitted where they are of a design and use materials which respect the character of

the area and the building of which they form a part. Shopfronts will be required to allow access for people with disabilities where it is practicable and reasonable to do so.

Visual amenity
In principle the materials to be used for the change of shop front are considered acceptable. Although the site itself is directly adjacent to the gateway to the Conservation Area, it does not sit within it. Consequently the use of white aluminium frames is considered acceptable in this case.

Concerns were raised with the original submission, in that the loss of the proposed eastern entrance door would have resulted in a loss of character from the parade of shops that would have been unacceptable in terms of the effect on the character of the small parade as a whole.

The applicant has now reinstated the front doors in a central location to the No's 378 and 380. As a result the symmetry of the parade would be retained.

The proposals would also result in the loss of the stallriser to the east side of the entrance to No.378 and to the west of the entrance to No.380. Whilst the above guidance states that stallrisers provide a decorative frame to shops and screen unattractive areas of shopfloors, the applicant has said that they require the full height shop window to maximise their display of furniture.

Given that the site lies outside of the Conservation Area and that the integrity of the appearance of the parade can be seen to have been retained by the reinstatement of the front doors to both units, it is considered that on balance the proposals would respect the character of the building and the surrounding area.

Recommendation

APPROVE for reason that :-

The proposed shopfront would respect the character of the existing building and would not detract from the surrounding built environment or the streetscene. It would consequently not conflict with policies of the Adur district local Plan (AB20)

1. C1Ci.
2. C14Ai – amended
   received on 13.08.09 and...etc. (AB20)

Case Officer: [redacted] PB 8/9/09
Date: 08-09-09