Exp 6/2

Development Control – Delegated Officer Report

Application Number: ADC/0483/06 Recommendation – LB CONSENT

Site: **The Shore, Town Hall Chambers, 45-49 High Street, Shoreham-by-Sea**

Proposal: **2 enlarged menu boards and retention of 2 vertical banners (application for listed building consent)**

The Application

The application seeks listed building consent for enlarged menu boards either side of the main front door and also retrospectively seeks to renew the temporary consent which was granted for one year expiring on 31 October 2002 (SU/266 & 267/01) for the large vertical banners on the front elevation.

The menu boards would each be increased from 0.36m to 0.6m wide, retaining their height at 0.8m.

The vertical banners are each 2.7m high and a max of 0.9m wide, being in the shape of a sail. They are mounted on white-painted metal tubes at top and bottom. The white paint has peeled and the metal is rusting.

Consultations and Representations

Adur District Conservation Advisory Committee: Comment that the banners are inappropriate especially as the application is retrospective and could set a precedent.

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (WSCC 2005): CH4-5, DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB4, AB7, AB9-10, AB19
PPG15 'Planning and the Historic Environment' (DoE 1994)

Planning Assessment

With listed buildings, there is a statutory duty to "have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

This is reflected in the above policies. AB7 requires the character not to be adversely affected. AB9 requires the materials to be consistent with original ones and not to adversely affect character or appearance. CH5 requires the character of LBs to be preserved and where possible enhanced.

It is considered that the enlarged menu boards would still be sufficiently small as not to harm the character and appearance of the listed building. They would just fit within the width of the raised vertical projections either side of the main entrance door.

The banner signs were only granted consent originally as a temporary display to draw attention to the opening of the Shore Bar, given that the other signage was otherwise discrete. The agent stated at the time that the owner was content with consent for one year only. The present owner states that the business has to compete with the many other such establishments now trading in Shoreham and still needs these signs.

The banner signs are imaginative in their shape and design, having a nautical theme appropriate to the location. Whilst they are very large and prominent for a listed building and would not normally be approved, it is equally important to ensure the continued success of the business in order to put this listed building to effective use and avoid the risk of it becoming empty. This is reflected in policy AB10. The signs have, in a way, become part of the streetscene and helped to enliven it.

On balance, it is considered that, because of their high quality and innovative design and taking account of the need to ensure the continued successful use of the building, the banner signs should be granted consent as a special case. The banners themselves are in good condition but the white metal tubes at top and bottom badly require re-painting.

Recommendation

APPROVE for the reason:-

The enlarged menu boards would not harm the character or appearance of the listed building or conflict with policies AB7 and AB9 of the ADLP and CH5 of the WSSP but the banners are only considered acceptable as a special case having regard to the need to ensure the continued viable use of this listed building (as recognised in policy AB10) and because of their innovative high-quality design.

Subject to:-

1. C1Cii (standard time limit)
2. In the event that The Shore Bar ceases to trade from the premises, the banners hereby granted consent shall be removed within one week of cessation of trading.

R. To preserve the character and appearance of the listed building as required by policies AB7 and AB9 of the ADLP and CH5 of the WSSP, the banners only being granted consent as a special case.

3. Within one month of the date of this consent, the metal tubes supporting the banners shall be re-painted white.

R. As 2 above

Case Officer..... Date 31/1/07

Head of Planning & Community Peter Davies Date 31/1/07

Chairman of Committee A. J. Mills Date 1/02/07