exp 6/2

Development Control – Delegated Officer Report

Application Number: ADC/0484/06 **Recommendation – ADVERT 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**

The Application

The application seeks express consent under the Control of Advertisement Regulations for enlarged menu boards either side of the main front door and retrospectively seeks to renew the temporary consent which was granted for one year expiring on 31 October 2002 (SU/266/01) 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.

There is also an application for LB consent for the same signs (ADC/483/06)

Consultations and Representations

Adur District Conservation Advisory Committee: Comment that they are not happy about the application and 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): AB7, AB9-10, AB19
PPG15 'Planning and the Historic Environment' (DoE 1994)
PPG19 'Outdoor Advertisement Control' (DoE 1992)

Planning Assessment

With advert applications, the relevant concerns are the effects on public safety and amenity. This is reflected in policy AB19 which requires adverts in Conservation Areas to respect the character and appearance of the area; to

respect the character, proportions and design of the building concerned (using traditional materials where necessary); and not create a danger or hazard. In this instance there are no public safety objections.

With decisions concerning listed buildings, there is also 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." Policy AB7 requires the character of listed buildings 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 or conservation area. They would fit neatly within the space available either side of the main entrance door and not be detrimental to amenity.

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

Standard advert consditions 1-5-

6. 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. In the interests of amenity, the banners only being granted consent as a special case.

7. Within one month of the date of this consent, the metal tubes supporting the banners shall be re-painted white.
R. In the interests of amenity

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

Head of Planning & Community..... Date...31.1.07

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