

From: Finlay Gardner <Finlay.Gardner@arun.gov.uk>
Sent: 14 June 2021 18:55
To: Planning.Responses <Planning.Responses@arun.gov.uk>
Subject: FW: AB/36/21/A

Please attach as conservation officers comments

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From: Martyn White <Martyn.White@arun.gov.uk>
Sent: 11 June 2021 17:13
To: Finlay Gardner <Finlay.Gardner@arun.gov.uk>
Subject: AB/36/21/A

AB/36/21/A

11 High Street Arundel BN18 9AD

Installation of a free standing sign

Number 11 High Streets is a Grade II Listed Building. It is a three-storey building with whitewashed brick, plain stringcourses above ground and 1st floors and brick modillion eaves cornice. It has a hipped tile roof and red brick chimneys. Predominantly double-hung sash windows with glazing bars on the 1st and 2nd floors, with 1 casement window with glazing on the ground floor. 1 segment-headed planked door at south end. 1 modern glazed door up 4 steps in centre, with flat moulded hood taken on consoles. 1 storey extension to south with lean-to roof concealed by blocking course, and with 1 planked door. It is of architectural and historical significance.

The building is also sited within the Arundel Conservation Area, with a number of other listed buildings in the immediate local area. Buildings front directly on to the pavement and form a cohesive, attractive group. Further, this part of the conservation area is characterised by historic shop frontages and other commercial uses

The Proposal

The proposal is for a free-standing sign. It appears that the sign is an 'a' frame advertisement, and it is assumed that it would be placed to the front of the listed building on the pedestrian pavement. It would help to understand where the applicants intend on placing the sign so that its impact can be fully understood. However, this information does not appear to have been supplied.

The pavement in this part of the high street varies in width and can be narrow. It can also be an area where there are plenty of people walking and looking in the shops/cafes etc.

Whilst I am understanding of the need to clearly advertise the various businesses within the town, I am of the opinion that the introduction of additional signage can lead to a cluttered appearance of both the individual buildings affected and this part of the conservation area. This impact can be harmful and out of character.

Conclusion

The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 196 of the NPPF (2019). The level of harm is considered to be on the lower end of the scale.

As such, you will also need to consider the public benefits that the development may achieve as part of your assessment of the application, along with the contents of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Martyn White
Principal Conservation Officer,
Planning Services



Please note: I work on Conservation for half of the working Week (all day Monday and Friday and Tuesday Afternoons)

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