

Planning & Heritage Statement

Site: 61 High Street, Arundel, West Sussex

Proposal: Consent for internal works and installation of 1No. halo-illuminated sign

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Henry Adams LLP Rowan House, Baffins Lane, Chichester, West Sussex PO19 1UA
01243 533633 planning@henryadams.co.uk henryadams.co.uk

Town Planning ► Development Consultancy



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1. Introduction

- 1.1. Henry Adams LLP act of behalf of Mr Williams in respect of this Advertisement and Listed Building Consent applications for the installation of 1No. halo-illuminated sign on the front elevation of the building and internal alterations to the building.
- 1.2. This Statement sets out the relevant background for the determination of this advertisement consent and listed building, including context of the site and surroundings, details of the proposed development and an assessment of the relevant planning considerations. The statement incorporates the following:
 - Heritage Assessment
- 1.3. The proposals have been informed by the policies within the National Planning Policy Framework (NPPF), Arun Local Plan, Arundel Neighbourhood Plan and supplementary planning documents.

2. Site and Surroundings

- 2.1 The Site comprises 0.053 hectares, within Arundel Conservation Area. The building is a Grade II* 19th Century Listed Building. The building is middle of terrace comprising of 3 storeys + basement. The building has a brick front elevation with a pitched roof behind the parapet, it has vertically sliding timber sash windows with internal shutters.
- 2.2 This area of Arundel is in a Town Centre use comprising of predominantly retail, restaurant and residential uses. The neighbouring properties are an antique map shop to the South and a clothing shop to the North. The locality is populated by various adverts of a traditional styles within the Town Centre, with the building populated by halo-illuminated signage at current.
- 2.3 High Street is an adopted highway, subject to a 30mph speed limit. Footpaths on both sides of the road provide pedestrian access to surrounding amenities, with the road being lit.
- 2.4 In terms of connectivity, Arundel Train Station provides regular services across the south coast and north to London Victoria. Furthermore, there are bus stops within the area.
- 2.5 High Street is located within the built up area boundary.

Site & Surrounds Planning History

- 2.6 There is notable planning history relating to the application site. There is a history of similar advertisement proposals at the application site, for similar designs and styles. The planning history is as follows:

Application Reference	Proposal	Decision
AB/27/19/A	1 No. set of halo illuminated built up letters on front elevation.	Approve Conditionally

AB/28/19/L	Listed building consent for the erection of 1 No. set of Halo illuminated built up letter advertisements.	Approve Conditionally
AB/37/11/A	1 no. set of internally illuminated halo fascia text, 1 no. externally illuminated projection sign & 1 no. internally illuminated menu box	Approve Conditionally
AB/40/11/L	Application for Listed Building consent for installation of signage comprising 1 no. set of internally illuminated halo fascia text, 1 no. externally illuminated projection sign & 1 no. internally illuminated menu box	Approve Conditionally
AB/140/10/	Introduction of a restaurant at ground floor & part first floor and reinstatement of two apartments - one at first floor & one at second floor	Approve Conditionally with S106

Application proposals

- 3.1 The proposal comprises a submission for Advertisement and Listed Building consent for the installation of 1No. halo illuminated letter advertisement on the front elevation of building. Furthermore, it seeks to perform internal alterations including:
- Removal of the built-in seating
 - Removal of the internal false timber cladding
 - Lowering of height of food service hatch
 - Installation of fold-down access ramp to basement steps
 - Overlay of W.C floor materials with single-ply membrane
- 3.2 The application site is populated by a Grade II* Listed Building and as such, the advertisement details are included within the Listed Building consent application.

4. Planning Policy

- 4.1 The specific policies of relevance to this application are summarised in the list below:

Arun District Local Plan 2011-2031 (ADLP) (2018)

- HER DM1 – Listed Buildings
- HER DM3 – Conservation Areas

Advertisements SPD

- 4.2 The Arun District Council Advertisement SPD was adopted in 2003 and sets out guidance for advertisements within the Arun District. Paragraph 3.1 of the Councils adopted Supplementary

Planning Guidance for adverts states that 'The display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

National Planning Policy Framework and Guidance

- 4.3 At national level, the National Planning Policy Framework (NPPF) sets out the Government's most up-to-date policies against which all Development Plans should be prepared, and planning applications assessed. It is a material consideration that carries substantial weight.
- 4.4 Paragraph 132 of the NPPF states that 'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'
- 4.5 Paragraph 189 requires the applicant to describe the significance of the heritage assets affected by planning proposals, including contributions towards their setting. Paragraph 192 goes on to set out three criteria which should be considered when LPA's consider submitted applications, in this instance part (a) and (b) are relevant. These parts relate to the desirability of sustaining and enhancing the significance of the assets in order to put them into viable uses consistent with their conservation, and the positive contribution they can make to the economic vitality of their communities.

5 **Scheme Assessment**

- 5.1 This section sets out the merits of the scheme and its general compliance with national and local planning policy.

Principle of Development

- 5.2 The key policies within the Arun District Council Local Plan are HER DM1 and HER DM3. Additionally, the Arun District Council Advertisement Supplementary Planning Document and the National Planning Policy Framework.

Design

- 5.3 The proposal has taken a design-first approach in order to respect the sensitive location of the host building and its historic significance. Furthermore, the building has existed as a restaurant (in various forms) since consent for its conversion was approved in 2010 under AB/140/10/.
- 5.4 As mentioned previously, applications AB/37/11/A & AB/40/11/L and AB/27/19/A & AB/28/19/L have previously established the principle of illuminated signage on the Listed Building.
- 5.5 The letter signage has been constructed using traditional materials in line with the character of the area, and similar consents within the locality. The level of illumination will be subtle and is considered to be less light polluting than internal and external trough lighting methods.
- 5.6 The proposed scale of the sign is considered to be acceptable and does not appear obtrusive on the principle elevation of the building, nor detract from its historic appearance. Whilst the proposed signage is not necessarily of a traditional design, it is of acceptable materials which matches similar signage within the locality and that previously placed on the building.
- 5.7 The internal alterations will not result in any significant impact upon the external appearance of the building due to their nature as contained within the building. The proposed access ramp may be visible from the public realm as it will be external, however, due to its nature as being below ground level, it is unlikely it will form a significant feature of the frontage. It could also be removed with altering or harming the historic buildings frontage.

Highway Safety

- 5.8 The proposal is of a modest scale, and illumination level which is felt to be appropriate for the area. The signage is not considered to be of a siting, scale or level of illumination which would appear at odds with the locality and therefore result in a change to the safety of the public for this area.

Heritage Statement

- 5.9 The primary legislation relating to Listed Buildings and Conservation Areas is set out in the Planning (Listed Buildings & Conservation Areas) Act 1990. This legislation applies only to designated listed buildings that may be affected by the proposed development.

- 5.10 Section 16(2) states “In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall 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”.
- 5.11 Section 66(1) reads: “In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall 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”.
- 5.12 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that in considering applications within a Conservation Area, Local Planning Authorities must pay special attention to the desirability of preserving, or enhancing the character and appearance of the area.
- 5.13 The internal alterations proposed under this application seek to allow the host building to best operate as a restaurant. Whilst the proposal does involve the removal of elements of the existing building, all elements proposed to be removal are unsympathetic modern elements of the building, for example, the seating. Furthermore, the access ramp sited to the front of the application site is required in order to allow for the building to remain in its optimum viable use.
- 5.14 The building is sited within Arundel Conservation Area along High Street where buildings front directly onto the pavement to form a cohesive, attractive group. This part of the Conservation Area is characterised by shop frontages and other commercial users, and as such, there are many signs existing within the street scene of varying designs and scales.
- 5.15 The lettering is of a reasonably simple design considering the proposed usage of the building, with limited levels of lighting.
- 5.16 The proposed development is considered to have a neutral impact on the historic environment, given the modest scale of the internal works, and the humble nature of the proposed signage.

6 Conclusion

- 6.1 This statement has been prepared in support of the Listed Building consent and Advertisement consent applications for internal works and the installation of 1No. halo-illuminated sign at 61 High Street, Arundel.
- 6.2 The proposed works are considered to have a natural impact upon the identified characteristics of the host building, and as such, is considered to accord with HER DM1 and HER DM3 of the Arun Local Plan.
- 6.3 Furthermore, the proposed advertisement is not considered to result in any significantly harmful impact upon the character of the host building, or its locality, nor result in any significantly harmful impacts upon the public safety within the vicinity of the site.
- 6.4 As such, we respectfully request that the applications for Advertisement consent, and for Listed Building consent are approved.

