

From: Martyn White
Sent: 25 March 2015 11:31
To: Planning.Responses
Cc: Simon Davis
Subject: AW/25/15/A

**ADC Planning Consultation
Response from the Conservation Officer**

Application Number	AW/25/15/A
Address	The Ship Inn Aldwick Street Aldwick PO21 3AP
Description	3 No. externally illuminated fascia signs, 2 No. non illuminated fascia signs & 2 No. non illuminated panel signs to various elevations (resubmission following AW/215/14/A).
Case Officer	Mr. S, Davis

The proposal for signage to the new Morrisons, is an improvement to the previously (part) approved application. However, the following comments are provided:

Front elevation: the sign seems located so that it accommodates the space between the two openings. It is suggested that the sign is redesigned to include only the 'M local' element. This revised text could be slightly larger, but not such that it accommodates the entire section between the two windows. An alternative could be to retain reference to the old ship, and have a hand painted sign stating something like "M Local at the Old Ship".

Side elevation (main entrance): is there a need for so many signs on this elevation? The number, size and location are visually cluttering. Could the hours of opening be placed on the third glazing panel of the opening, and the car park sign located closer to the cash point?

Side elevation: is this sign actually needed? It is considered that the hanging sign that already has received approval is adequate enough to draw attention to passing traffic.

General: as the property is a heritage asset, it is considered that more traditional techniques would be more appropriate.

Relevant policies:

Arun District Local Plan 2003:
Area 1: Areas of Special Character
GEN 22: Buildings or Structures of Character

Emerging Local Plan 2014:

HER SP1: The historic environment

HER DM2: Locally Listed Buildings or Structures of Character

HER DM4: Areas of Special Character

Relevant SPD's:

Areas of Special Character Supplementary Planning Document

Buildings or Structures of Character Supplementary Planning Document

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