

**ADC Planning Consultation
Response from the Historic Buildings Adviser**

Application Number	BR/143/14/A
Address	Hotham Park café, Upper Bognor Road, Bognor Regis
Description	3 No. non-illuminated fascia signs
Case Officer	Simon Davis
Site Visit	

No Objection subject to amendment/details

Whilst there is of course, no objection to the principle of signage, the proposed scheme does not correlate particularly well with the building. The three signs appear simply as boards attached around the building and are not integrated with the design at all. For example, the sign on the front elevation might be improved if it was the same width as the opening and perhaps not as deep. Meanwhile those to the side appear to be crammed up under the eaves.

As with the design advice for the building, the signage would benefit from a potentially more creative solution: letters might be mounted up on the front of the roof; the name could be etched in the glass, or applied to the timber side elevations. Whatever the approach, it should not appear as an after thought but part of the overall concept.

We appreciate that this is a little more difficult when the name is unknown, however the intention to use other means could still be expressed.

Ian Wightman
Historic Buildings Adviser
6 August 2014

Please note: The observations and comments expressed on this sheet are the views of the consultee concerned and are in no way binding on either the Council or its senior officers when making a decision on the application. Applicants or their agents should contact the case officer before acting on these views.