

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

Application Number	BR/219/12/A
Address	Papryka Restaurant, Bognor Road
Description	1 no. internally illuminated fascia sign.
Case Officer	Katherine Rawlins
Site Visit	

No Objection subject to amendment

The issue with this shop front more generally, has been achieving some consistency in the design approach. The stained timber frontage has been considered overly rustic in its aesthetic with the result that an extension of the brown decoration is being sought to allow the whole frontage to read as a whole.

The proposed signage is somewhat at odds with the rustic quality of the frontage, so far pursued, but is not considered detrimental when seen in light of the cinema building. In this context, its modernity and use of backlighting is not particularly harmful. The difficulty is getting it to work with the fascia which is white board and which introduces a strong contrast against the brown.

A partial solution that may improve this, would be to add a brown frame to the fascia using a timber moulding. This would help to embrace the sign in to the elevation more generally and become part of the over all scheme. Another solution might be to tone down the white.

Ian Wightman
Historic Buildings Adviser