# Development Control – Delegated Officer Report

**Application Number: AWDM/0254/17 Recommendation – APPROVE**

**Site: Royal George, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TA**

**Proposal: Replacement signage including new freestanding totem sign to east of building and various fascia signs on all front elevations, all internally illuminated.**

**Date of site visit:** 04.04.2017

**Neighbours checked: Y**

**Additional neighbour notifications: N**

**Site and Surroundings**

The site relates to the Royal George a former public house but now a carvery. The site is situated facing a roundabout servicing the A270 and access to the Holmbush Centre which includes Tesco; Marks & Spencers; Next. To the west of the Royal George is a Cooperative supermarket. Opposite the site is a Fire Station and Honda car sales. Outside of these commercial uses are residential properties in bungalow and two storey form.

**Relevant History:**

**SU/250/88/TP/427** Internally and externally illuminated replacement signs
**Granted Consent 08.12.1988**

**SU/31/05/TP/21737** Replacement externally illuminated signage
**Granted Consent 24.03.2005**

**Proposal**

The proposed signage will comprise the following:-

1no. Internally illuminated post sign;
1no. Externally illuminated set of letters;
2no. Non-illuminated areas of signwriting;
1no. Internally illuminated fascia sign;
1no. Internally illuminated logo;
1no. Internally illuminated fascial and logo; and
2 no. Non-illuminated post signs.

Total:- 9 signs

**Internally illuminated : Total 4 no.**
**Externally illuminated : Total 1 no.**
**Non-illuminated : Total 4 no.**

4no.Internally illuminated signs:-

**Sign 01** – Double sided post sign (Totem), positioned to the front of the car park abutting the pavement on the east side of the building. Measures 1.44m wide x 4.46m high x 0.36m deep.
The lighting is shown to be a series and sets of LED's
250 cd/m

**Sign 05a** – Fascia sign positioned 1st floor of front elevation between east bay window and next window, 5m above ground level. Measures 3.0m wide x 1.02m high x 0.08m deep.
Illuminated 'STONEHOUSE' letters. 250 cd/m

**Sign 05b** – Circular logo sign positioned 1st floor of front elevation between west bay window and the next window, 5.0m above the ground level. Measures 1.13m diameter x 0.08m depth.

**Sign 05c** – A combination of 2no. signs, the first sign is lower than the second and is a fascia type sign positioned on west chimney breast just above the roof gutter position 6m above the ground level. Measures 3.0m wide x 2.25m high x 0.08m deep. The 'STONEHOUSE' letters will be internally illuminated

The second sign being a circular sign positioned a little above the fascia type sign on the chimney. Measures 1.13m in diameter x 0.08m deep
Internally illuminated logo on circular sign. 250 cd/m

1no. Externally Illuminated sign:-

**Sign 02** – Lettering sign to spell 'Royal George' positioned front elevation above entrance door but below 1st floor windows, 3.5m above ground level. Measures 4.3m wide x 0.17m high x 0.08m deep.
Illuminated by approx. 4.25m wide LED trough light above the lettering. 250 cd/m

4no. Non-illuminated signs:-

**Sign 03** – Circular sign to be painted onto the east chimney breast, the gutters are positioned approx. through the mid-point of the sign, the sign will be 6m above the ground level. Measures 1.2m at the diameter

**Sign 04** – Circular sign to be painted onto the right hand facing front column of the single storey section of the building to the rear of the main building, at 0.3m from the bottom of the column. Measures 1.2 at the diameter.

**Sign 06a** - Double sided post sign positioned at north edge of car park close to Stoney Lane. Board measures 1.705m high x 1.220m wide x 0.185m wide. The board is on a post, and the whole height of the post sign will be 3.6m, although this is not definite as the notation on the plan states TBC. At

the top of this sign is a double sided circular sign partly on the board, but mostly higher than the board, measuring 450mm diameter.

**Sign 06b** – The sign is indicated on the photo montage as a post sign positioned on the west side of the Royal George building on a piece of land behind a fence and next to the Co-operative car park. The overall size of the sign will be 3.0 m high x 1.22m wide x 0.19m deep. The post sign will also have a circular logo sign partly on the board at the top, but mostly higher than the board. No details of the size of this section have been indicated.

**Consultations:** None undertaken

**Representations:** None received.

**Relevant Planning Policies**

Submission Adur Local Plan 2016: P15
Saved Local Plan policies (ADC 1996): AB17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

**Planning Assessment**

There is no objection in principle to the proposed advertisements which will be considered on their effect of public safety and amenity, taking into account the provisions of the development plan; and any other relevant factors.

Saved policy AB17 of the Adur Local Plan states that 'Express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Policy 15 of the Submission Local Plan further clarifies in that where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.'

***Public Safety***

The factors relevant to public safety include such matters as the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

The signs will be positioned mainly on the front elevation and viewpoints of the building with 5no. of the signs being illuminated. The signs will be visible outside of the site and likely to be visible from the large roundabout serving the A270, to which this site faces. However, the luminosity of the signs will be 250 cd/m which is within acceptable tolerances for such areas. Further, the proposed signage conforms within the guidance as set out in the Standing Advise for illuminated advertisements as issued by WSCC Highways.

***Amenity***

The factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

There are no historic, architectural, cultural or similar characteristics within the near locality of the site. The general characteristics of the locality are mixed with residential of various designs, sizes types; amenity sites such as the fire station opposite, with the ambulance station behind it; and commercial uses such as the co-operative supermarket next to the Royal George and Honda car sales opposite. Further along to the west there is Southlands Hospital, and opposite the site across from the roundabout, are more retail uses. Therefore it is not considered that in principle, the use of advertisements will definitely have a derogatory use within such a locality.

There are 9 no. signs proposed, 5no. being illuminated signs.

Sign 05a, a fascia type sign, on the area to the east of the lettering, and between the first floor bay window and the next window on the front elevation is 3m wide and this sign is considered overly large and would represent a dominant feature particularly coupled with the externally illuminated lettering and the internally illuminated 'paddle logo'.

Also the sign on the west chimney breast, sign 05c is in fact 2no. signs comprising a 3m wide internally illuminated fascia type sign with an internally illuminated 'paddle logo' sign above it, are also considered overly prominent on the chimney.

The remaining 7no. signs are in the main replacement signs and will not be overly cluttered on the site, and are thereby considered to be acceptable.

**Recommendation**

**Split Decision: Grant Consent and Refuse**

**CONSENT**

1. Approved plans

2 -7 Standard advertisement conditions

**Informative**

For the avoidance of doubt, this decision Grants Consent to all of the signs, other than the internally illuminated signs 05a and 05c positioned on the front and side elevation respectively.

**REFUSE**

1. By reason of size, height and position, the internally illuminated fascia type advertisement sign 05a on the building frontage will represent an

overlarge, visually dominant and cluttered intrusion on the building which would in turn result in the loss of character to the location.

2. The introduction of the internally illuminated sign 05c positioned on the west chimney breast would form an alien intrusion into the street scene and would represent an unduly prominent addition in the character of the area to the detriment of the visual amenities of the locality

**Is recommendation contrary to letter(s) of representation? N**

Case Officer: Eve Hearsey Date: 11.04.2017

Authorised by: Jo Morin Date: 11.04.2017