Development Management - Delegated Officer Report

Application Number: AWDM/1812/16 Recommendation – Approve

Site: **The Amsterdam, 467 - 471 Upper Shoreham Road, Shoreham-By-Sea**

Proposal: **Advertisement consent for 3 no. externally illuminated signs and various non illuminated signs (retrospective)**

Date of site visit: 12 December 2016

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

This application seeks retrospective consent for a number of new signs at the Amsterdam pub. The signs comprise:

- 1 fascia sign in the form of individual letters, halo-illuminated, mounted on aluminium runner bars on the north elevation. The letters measure 0.3m high and span 5.6m
- 1 externally illuminated post sign containing a double-sided panel with the pub name on a post 4.5m high overall, on the north side of the pub
- 2 non illuminated amenity sign boards on either side of the post sign
- 2 non illuminated amenity board signs located on the east elevation of the pub and on the wall pillar at the entrance to the southern car park
- 1 non illuminated fascia sign containing the pub name on the wall at the back of the southern car park
- 1 externally illuminated fascia sign containing the pub name over a window on the east elevation
- 1 brass menu sign adjacent to the entrance door
- 1 post sign 2.25m high at the north east entrance to the car park
- 1 non illuminated car park disclaimer sign on the north elevation

The site lies within the Old Shoreham Conservation Area and the building is Grade II listed. A separate application for listed building consent has also been submitted (AWDM/1867/16).

Relevant site history

AWDM/1643/16 – Listed Building Consent for replacement external lighting, timber pergola to south elevation and replacement kitchen extraction system (retrospective).

AWDM/1644/16 - Replacement external lighting, timber pergola to south elevation and replacement kitchen extraction system (retrospective).

AWDM/1645/16 - Listed Building Consent for various internal alterations and general internal refurbishment of the building (retrospective).

Consultations

ADCAG: Approve

Representations

1 letter received querying whether the applications were retrospective

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
National Planning Policy Framework (March 2012)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The signs are already being displayed and a number of amendments have been made since the application was submitted. These include removing a sign from the north elevation, reducing and relocating a sign on the west elevation and reducing the size of the sign on the pillar to the southern car park.

The post sign has been relocated from where there was previously a post sign on the NW corner of the pub to its new position to the north of the pub, adjacent to the car park. It is more visible and prominent then the previous sign but is not considered to be unduly obtrusive.

The signs generally replace previous signage at the property and they are not considered to have a harmful visual impact. They will therefore preserve the character and appearance of the Conservation Area.

Public safety

The signs do not cause harm to public safety. The level of illuminance, at no more than 500cd/m2, is within the level for Zone E3 based on WSCC standing advice and they would not interfere with the publically maintainable highway.

Recommendation

APPROVE

Subject to 6 standard advertisement consent conditions and the following condition:

7. Approved Plans
8. Within 2 months of the date of this consent the existing unauthorised signs on the site shall be removed or repositioned as per the approved drawings.

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

Case Officer: Peter Barnett Date: 31 January 2017

Authorised by: Gary Peck Date: 31 January 2017