Development Management - Delegated Officer Report

Application Number: **Recommendation – APPROVED**
AWDM/0201/13

Site: **Royal Coach, Brighton Road, Shoreham-By-Sea, West Sussex**

Proposal: **4 externally illuminated signs. Individual letters to be attached to building with Marstons logo, twin posts signs and double sided twin post sign (5.4 metres high.)**

Date of site visit: 23rd January 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site is located on the south side of the Brighton Road adjacent to a roundabout. To the east is a petrol filling station, shop and associated car wash. To the north is open countryside and Shoreham Airport. The immediate environs of the site is predominantly residential.

The application site comprises The Royal Coach, a former public house which closed in July 2012 and is currently vacant. The site has car parking to the front and either side. The former public house is located on the southern corner of the major roundabout at the intersection of The Saltings and Brighton Road. The main vehicular access to the site is via The Saltings to the east.

Over time the building has had a number of minor alterations and improvements. The most recent being in September 2007 (ADC/0446/07) which included the upgrading of an existing outdoor eating area with a pergola, the erection of a glass windbreak and the upgrading of the two entrances from cement posts with steel rails to rendered walls.

The site is the subject of a current planning application (AWDM/1532/12) for the renovation of the existing building and surrounding car parking area to provide a 'family dining' public house. Whilst many of the alterations are refurbishment and internal works only, permission is sought for various external works including new terrace and garden area and alterations to external windows and doors. This application is yet to be determined although it is noted that works have commenced on site (understood to be 'stripping out' the existing interior).

Advertisement consent is sought for new signage at the newly branded public house. All existing signage at the site will be removed; this includes the existing signage attached to the building which is on three sides of the building. Lettering identifying the company name and the name of the public house is to be attached to the front, north side of the building. The signage is

to be illuminated with flood lighting from above adjacent to the eaves of the building. The lettering is to be 330mm high and gold in colour. The Marston's logo is red, gold and black.

To the frontage of the site two further free standing signs are proposed. Sign A to the north east corner of the site is described by the manufacturers as a twin post LED sign. It is 5.4 metres high, 0.27 metres deep and 1.45 metres wide. It has the Marstons logo at the top with a pelmet up-lighter. Between the twin posts the sign displays a picture sign and a message sign below advertising 'Two for One on all Main Courses' There is LED lighting surrounding the message and picture signs which the plans state are to provide 'an even wash of light over face of panel.' The twin posts have been reduced in width from that originally submitted to provide a more slim line sign with less bulk than that originally proposed.

Sign B is to the north western corner of the site frontage it is described as a double-sided twin-post sign. The sign has a changeable message and has pelmet lighting on both sides. The sign panels are 1.7 metres wide and 1.2 metres high. The overall height is 1.3 metres.

Consultations

West Sussex County Council: The Highways Authority has advised that all of the proposed signage is situated away from the public highway and would not therefore have any consequences to users of the public highway. There would consequently be no objection to this proposal.

Representations: - No third party representations have been received.

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
South East Plan (GOSE 2009): CC1, CC6, BE1
National Planning Policy Framework (CLG 2012)

Planning Assessment

The determining issues relate to highway safety and impact on visual and residential amenity.

There is existing illuminated and non-illuminated signage at the site. This will be removed. The proposed signage is illuminated and is not considered to result in any adverse impact with regards to highway safety. The Highway Authority has no objection to the proposed works. The signage is considered appropriate to this site which is a commercial premises adjacent to a petrol station and roundabout whilst still respecting the amenities of the adjacent residential properties. Sign B will be nearest to the residential dwellings in Fishermans Walk. This sign is low level despite it being illuminated it will have limited impact. This is balanced with the requirement that that operators have to provide advertisements on site and in the light of the existing externally illuminated signage that is in a similar location to Sign B.

It is therefore considered that the advertisements do not result in any significant harm to the visual amenities of the site or surrounding area and no highway safety issues are identified.

Recommendation

Subject to Conditions:-

1 Standard advertisement conditions
2 Permission relates to approved plans: -

Block Plan - received 1st March 2013
Proposed signage -Job no – 102119/Planning – C – received – 13th March 2013
Existing Signage on site – Job no – 102119/Planning – C- received – 13th March 2013

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

Case Officer: Hannah Barker Date: 2nd April 2013

Authorised by: Jo Morin Date: 04/04/2013