expires 5/2

Development Control – Delegated Officer Report

Application Number: ADC/0580/08 **Recommendation - Application Refused**

Site: **Waterside Inn Lower Beach Road Shoreham-by-Sea West Sussex**

Proposal: **2 double-sided non-illuminated freestanding signboards (retrospective)**

The Application

The Waterside Inn is located on Shoreham Beach and is situated on the corner of Lower Beach Road and Riverside Road adjacent to the River Adur. Retrospective advertisement consent is sought for the erection of 2no. double-sided freestanding sign boards on the forecourt of the public house.

The signboards measure 2.35m high, comprising a board 1m high by 1.5m wide supported on 2no. 0.7m high posts. The sign boards comprise a blank panel in a black aluminium frame upon which various temporary banners can be affixed to display the current promotions at the pub, primarily relating to food and drink offers.

Consultations and Representations

Consultations/Comments

None

Third Parties

+ 14 Anchor Close

2 letters of objection received from the occupier of 5 Pacific Court on the grounds that the boards are ugly and unnecessary. The number of signs at the pub is excessive + has a cluttered appearance

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): DEV1
Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

Policy AB17 refers specifically to advertisements and states that consent will only be granted where the advertisements respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety. This is consistent with advice in PPG19.

Visual amenity and character

The signs are tall and prominent structures which are considered to have a harmful impact on the character and appearance of the area. The content of the signs is quite garish and detracts from the site frontage. Their impact is worsened by the presence of several other freestanding V boards which are placed on the forecourt during opening hours and which add to the cluttered appearance of signage on the site.

While the signs the subject of the application are displayed on a formal sign board, they are effectively temporary banners which would not normally be considered an acceptable method of display.

It is considered that one smaller sign containing a more permanent 'menu' board would be more appropriate.

Recommendation

REFUSE on grounds that :-

The signboards, by reason of their size, siting and method of display, form unduly prominent features in the street scene which, in combination with the other signage around the premises, give rise to a cluttered appearance to the detriment of the visual amenities of the locality.

Case Officer..P Barnett Date..12/1/09

12/1