Development Management - Delegated Officer Report

Application Number: AWDM/1212/17 Recommendation – Approve

Site: The Ferry Inn, 1 East Street, Shoreham-By-Sea

Proposal: Advertisement Consent for replacement signage to east and south elevations including replacement fascia sign above entrance, new applied lettering with logo at first and second floor level and replacement hanging sign all externally illuminated and showing new name 'Ferry Rigg Inn'

Date of site visit: 31 August 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a three storey building on the corner of East Street and Brighton Road, known as The Ferry Inn. It is proposed to replace the existing fascia and hanging signs with new and to introduce new applied lettering and logo at first and second floor level on the east elevation, illuminated by new down lighters positioned under the eaves.

The site lies in the Shoreham Conservation Area.

Relevant site history

None

Consultations

ADCAG: Not received

Representations

None received

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB4, AB17, AB19
Submission Adur Local Plan (2016) Policies 15, 16, 17
National Planning Policy Framework (March 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The existing signage is simple, comprising a fascia sign on the east elevation and a hanging sign at first floor level on the south elevation. The replacement signage is also simple, with applied letters illuminated by an overhead trough light for the fascia and a hanging sign utilising the existing bracket. The hanging sign will be slightly larger than existing (850mm wide, 1040mm high) but this has been reduced from the original plans (900 by 1200) and is considered to be visually acceptable.

The main change is the introduction of large letters and logo to the east elevation at first and second floor, illuminated by lights within the eaves. The paintwork of the building is also to be changed from light blue to a darker grey.

The proposed lettering will be more prominent than existing due to its size and position on the building, but it is not considered that any visual harm will arise and the visual character and appearance of the Conservation Area will be preserved.

Public Safety

The proposed signs will have an acceptable level of illuminance and will not cause any harm to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Approved Plans
Standard Conditions

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

Case Officer: Peter Barnett Date: 22 September 2017

Authorised by: Gary Peck Date: 22 September 2017