Development Management - Delegated Officer Report

Application Number: AWDM/1400/18 Recommendation – Approve

Site: **Happysaurus Nursery, 48 Buckingham Road, Shoreham-By-Sea**

Proposal: **Pole mounted non-illuminated sign to front (West) boundary**

Date of site visit: 21 September 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a former dwelling in Buckingham Road which has recently been converted to a children's nursery. Consent is sought to display a pole sign behind the front boundary wall.

The sign measures 2.134m high and 1m wide and comprises four panels attached to two poles containing contact information and information about the nursery. The largest panel at the top contains a cartoon picture of a dinosaur plus writing including the name of the nursery and measures 0.95m high. The sign is brightly coloured in blue, pink, green and yellow. It will not be illuminated.

Relevant Planning History

AWDM/0301/17 - Change of use from single dwelling house to daycare nursery (to accommodate up to 75 children) with single flat and replacement of existing conservatory with single storey extension – allowed at appeal

AWDM/1083/18 - Variation of condition 2 (list of approved plans) of approved AWDM/0301/17 (Change of use from single dwelling house to daycare nursery (to accommodate up to 75 children) with single flat and replacement of existing conservatory with single storey extension) in order to accommodate a garden room in the rear garden - approved

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (July 2018)

Planning Assessment

Visual amenity

The sign is bright and will be prominently sited behind the front boundary wall. There are no other signs at this end of Buckingham Road and the height and appearance of this proposal would increase its impact. However, there is an existing similar sign in Upper Shoreham Road which is sited closer to the road than would be the case here (there is a wider pavement and grass verge in Buckingham Road). That sign is not unduly intrusive despite being the only one within that part of the street and it is considered that the impact of the current proposal would also not be visually harmful.

Public Safety

The sign will have no impact on public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. Standard Conditions

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

Case Officer: Peter Barnett Date: 11 October 2018

Authorised by: Gary Peck Date: 11 October 2018