Development Management - Delegated Officer Report

Application Number: AWDM/1723/21 Recommendation – Approve

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

Proposal: Installation of replacement illuminated and non illuminated signs to the exterior of the building.

Date of site visit: 1 October 2021

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 High Street, known as The Ferry Rigg Inn. It is proposed to replace various signage on the building, changing its name back to The Ferry Inn.

The signage includes:

- 'EST 1731' in lettering down the south side of the building facing the High Street
- A timber effect signboard with individual lettering 'Ferry Inn' in the centre of the front elevation facing East Street between first and second floor windows
- An amenity board on the south elevation at ground floor level with lantern above
- Sign panel above the entrance door on the south elevation
- Lantern above the door on the east elevation
- 5 floodlights at first floor level.

The site lies in the Shoreham Conservation Area.

The application also shows the wall of the building being repainted in a mint turquoise colour.

Relevant site history

AWDM/1212/17 - 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' approved

AWDM/1181/17 - Replacement dark grey powder coated double glazed aluminium casement windows to ground floor south east elevation - approved

Consultations

ADCAG: Members feel that the colour palette which has been selected seriously clashes with the neighbouring area. i.e. East Street & the High Street the colours are predominantly natural red brick, grey or white washed render finishes. Where blue has been used, it has been a subdued dignified hue. This proposal indicates a bright turquoise which from a visual & character point of view does not harmonise with this conservation area. The remaining aspects of this application are acceptable hence members would recommend a HOLDING OBJECTION different colour options could be arranged.

Representations

None received

Relevant Planning Policies

Adur Local Plan Policies 15, 16, 17
National Planning Policy Framework (July 2021)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The replacement signage is not excessive and is considered to be visually acceptable.

The lettering along the south side replaces large letters and logo to the east elevation at first and second floor and a projecting sign on the south elevation and is considered to acceptable.

The paintwork of the building is to be changed from dark grey to mint turquoise which will be more striking. ADCAG have objected to the colour which they feel is out of keeping with the colour palette in the area.

However, it is debatable whether the painting of a building is development requiring permission as it is not being done for the express purpose of advertisement. On balance, 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? Y

Case Officer: Peter Barnett Date: 26 November 2021

Authorised by: Gary Peck Date: 29 November 2021