Expiry
17.04.08

Development Control – Delegated Officer Report

Application Number: ADC/0108/08 **Recommendation - Permit**

Site: **Bridge Hotel 87 - 89 High Street Shoreham-by-Sea West Sussex**

Proposal: **Replacement public house signage**

The Application

The application relates to the Bridge Hotel public house, located on the south side of High Street, directly adjacent to the Norfolk Bridge within Shoreham Conservation Area.

The proposal is for replacement signage on the north and west side of the building and the hanging sign in the forecourt.

Consultations and Representations

County Transport Planning Services: The signs do not appear to be in a location where it could obstruct the highway, and it is unlikely to cause a large increase in pedestrian traffic in the area. No objection.

Adur District Conservation Advisory Group: No objection.

Third Parties: There has been no third party representations on the application.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB19, AT12
West Sussex Structure Plan: DEV1, DEV 4-5

Planning Assessment

Policies
Structure Plan policies seek to protect and, where possible enhance the character and distinctiveness of areas, requiring high standards of design, layout and construction (DEV1). Policy AH7 of the Local Plan states that extensions and alterations to dwellings should be designed so as not to result in an unacceptable loss of light or privacy or have an overbearing effect on the neighbouring dwelling and be sympathetic to the original dwelling.

There is a statutory duty to pay attention to the need to preserve or enhance Conservation Areas. Local Plan policy AB4 also requires design and construction materials be of a high standard.

Visual amenity

The pub is located at the west side of Shoreham Conservation Area, directly opposite The Ropetackle Centre. The area is of mixed character, with many shop fronts and signage having been changed over the years. The pubs in the High Street generally have multiple signs some of which are higher than the traditional fascia level.

The proposed signage is considered to sympathetic in scale and colour and would be an improvement on the existing blue signs which cover more of the frontage than the proposed. The existing signage is externally illuminated, with back facing spotlights lighting the north side fascia, angled trough lights illuminating the pictorial sign in the front car park and the west side high level sign illuminated by a trough light. The proposed new signage would be illuminated in a similar fashion which is considered acceptable.

The only difference would be the addition of the 'Fullers' crest sign above the first floor residential windows, again these would be externally illuminated. Although this new sign would be highly visible it would be located in the middle of a decorative panel of brickwork and given that the site is detached from other premises and that overall there would be a reduction in signage it is considered that it would not cause any harm visually. The illumination would not have an adverse effect on highway safety and given the traditional form of the signage is considered acceptable in this case.

The lanterns at the front of the building would replace the existing ones of similar design and location and would therefore be acceptable.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

~~6. C2B~~
6. C2D

Case Officer: [illegible]
Date: 01.04.08

P. Barnett 1/4/08