Development Management - Delegated Officer Report

Application Number: **AWDM/0103/13** **Recommendation –** **Approved**

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

Proposal: **Proposed free standing externally illuminated pole sign.**

Date of site visit: 5th March 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Waterside Public House which is sited on the north side of Riverside Road on Shoreham Beach. The site is within an area that is predominantly residential although to the south in Ferry Road there are a number of commercial uses at ground floor with residential above.

The application site has existing signage including some free standing signs on the property frontage, poster, a traditional fascia sign and hanging sign. Permission was originally sought for a free standing totem sign 3.4 metres high and 1.5 metres wide. The sign was proposed on two posts, to be externally illuminated and to advertise the brewery, pub name, opening times and the beer garden.

It was considered that this sign was overly large and dominant due to its width and quantity of signage area. Amended plans have been received which show a pole sign which is higher at 4 metres however the width has been reduced to 1.2 metres and although the same information is displayed the signage area is reduced and the single pole produces a more slim line appearance.

Representations: - No third party representations have been received.

Consultations: - The Highways Authority has advised that the proposed sign will not be positioned within the public maintainable highway. The luminance levels are at a satisfactory level in which not to interfere with motorists and it will not be positioned within a visibility splay, effecting motorist's vision. Therefore no concerns would be raised to this application from a highway perspective.

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17

National Planning Policy Framework (CLG 2012)

Planning Assessment

The relevant concerns are the effects on amenity and public safety. Policy AB17 of the Local Plan states that express consent will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

The position of the pole sign is considered to be acceptable in this case. It is adjacent to the public footpath and the highway authority does not have any concerns with regards to levels of illumination or visibility splays effecting motorist's vision.

In the light of the sign being for a commercial premises and in close proximity to the commercial and retail uses to the south in Ferry Road it is not considered that the sign would be out of character or excessively intrusive in the context of this area.

The proposed sign (and external illumination) will not result in any adverse impact on surrounding residents across the road or adjacent.

The amended plans show a more appropriate sign for this locality. Whilst the sign is higher the use of a single post reduces the over all bulk and scale of the sign and the signage area is reduced. The sign remains externally illuminated as originally submitted.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard advertisement conditions
7. Approved Plans

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

Case Officer: Hannah Barker Date: 18th March 2013

Authorised by: Jo Morin Date: 18 March 2013