Development Management - Delegated Officer Report

Application Number: AWDM/0976/19 Recommendation – APPROVE

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

Proposal: Installation of replacement various illuminated and non illuminated fascia signs to include fascia signs, hanging signs and single leg pictorial sign.

Date of site visit: 24th June 2019

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Waterside Public House which is sited adjacent to the river with Ferry Road to the south. This is predominantly a residential area with commercial/shopping areas in Ferry Road.

The Public House is undergoing refurbishment and replacement and additional signage and illuminated signage is proposed here. The proposals include a Single Leg Pictorial Sign, Projecting Pictorial Sign, Aluminium Fascia Sign, Wall Mounted Amenity Sign, Antique Plaque, car park signs and lanterns. The original plans also included LED rope lighting. This has been removed from the application as the case officer considered this addition excessive and unnecessary and not sympathetic to the building. A further request was made to reduce the height of the proposed Single Leg Pictorial Sign as the sign proposed was higher than the existing sign on the premises. Therefore this has been amended to be no higher than the existing sign on site.

AWDM/1136/19 is also for consideration, retrospective consent for Festoon lights to the rear of the public house.

Representations

Representations received from the owner/occupier of Guidance Houseboat making the following comments: -

- We are affected by the current/existing spot lights as they shine directly into the boat which makes it hard to see when leaving the property. If these could be changed to more low level lighting as part of these works that would be great.
- Would ask that the news signs are not any brighter than current signage.
- The Waterside Pub has already commenced works additional lighting has been put up and these combined with the intrusive spotlights that point directly at my property are causing disturbance.

- Happy with the newly strung lights to remain only if the spotlights are removed, otherwise I would ask for removal of all new lighting.
- The combination is too intrusive and I don't feel works should have been completed before resident consultation.

EHOs have visited this property to assess the lighting impact.

Consultations

Adur and Worthing Council's - Environmental Health: -

A stat nuisance wasn't substantiated, however the three wall lights were bright these are however not contained in the planning applications. The string lighting and the illuminated signs again no issues from Environmental Health.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (February 2019)

Planning Assessment

Principle

Policy 15 states that lighting incorporated into developments should provide the minimum for public safety, be energy efficient, designed to illuminate the target only and avoid light pollution. Adverts should respect the character and appearance of the surrounding area and not create a danger or hazard to public safety.

Visual amenity

It is considered that the replacement signage as amended will respect the character and appearance of the surrounding area and will not create a danger or hazard to public safety. The works proposed in terms of lighting are replacement of existing and adjacent to the highway. There will be no impact with regards to levels of illumination or visibility splays affecting motorist's vision. Within the context of the adjacent commercial area it is not considered that the signage or illumination as amended will be out of character or excessively intrusive in the context of this area.

Residential amenity

The proposed and existing illuminated signage is visible from surrounding residential properties. It is not considered that the proposed signage as contained within the application will be harmful in terms of residential amenity to adjacent residents. The concerns expressed by the adjacent resident and EHOs refers to three lights which are no contained within this application. The case officer has contacted the applicant's agent to request that changes are made to this lighting to improve the impact on the adjacent neighbour.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. standard advert conditions

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

1. Proactive with amendments

Case Officer: Hannah Barker Date: 3rd September 2019

Authorised by: Peter Barnett Date: 4 September 2019