Development Management - Delegated Officer Report

Application Number: AWDM/1259/14 Recommendation – Approve

Site: 85 - 89 Brighton Road, Shoreham-By-Sea
West Sussex, BN43 6RF

Proposal: Advertisement consent for non-illuminated sign on building on western boundary of Sussex Yacht Club.

Date of site visit: 25 February 2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the western entrance of the Sussex Yacht Club which is located adjacent to the footbridge. The site comprises a blank brick wall adjacent to the entrance door which is located at a lower level then the pavement to the north. It is proposed to display a non-illuminated sign containing the Club logo of a black and red flag with a white circular background. Below this it is proposed to include the wording “Sussex Yacht Club. Non Members Welcome” in black lettering on a white background.

The sign has been amended from its original submission following officer concerns at its size. It will now measure 1.01m high and 1.25m wide. It will sit centrally on the wall to the south of the door.

The site lies within the Shoreham Conservation Area.

Relevant site history

AWDM/1381/13 – Replacement sign and new yacht club logo to east elevation of building for Sussex Yacht Club - Approved

Consultations

Conservation Advisory Group: Approve

Representations

None received

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
National Planning Policy Framework (March 2012)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The sign will be prominent in views from the footbridge but, in its reduced form, it will not be unduly obtrusive and will preserve the character and appearance of the Conservation Area.

The entrance to the yacht club has recently been improved with a new door and the proposed signage is considered to be appropriate, being smaller than the main entrance signage and more befitting of a secondary entrance.

Public Safety

The sign will be visible from the highway but is unlikely to cause a distraction to drivers. There are not considered to be any public safety concerns associated with the proposed sign.

Recommendation

APPROVE

Subject to Conditions:-

7. Approved plans

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

Case Officer: Peter Barnett Date: 2 June 2015

Authorised by: Gary Peck Date: 2 June 2015