Expiry Date – 8/11

Development Control – Delegated Officer Report

Application Number: AWDM/1682/21 Recommendation – Approve

Site: **The Bridge Inn, 87 High Street, Shoreham**

Proposal: **Replacement of existing signage to public house: 1no. externally illuminated hanging sign, 1no. externally illuminated fascia signs.**

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: 8/10

Site and Surroundings

This application relates to The Bridge Inn Public House at the end of the High Street opposite the roundabout and Ropetackle. Rebuilt in 1937 it is not known how long the pub has been on the site. It is a striking brick building with a prominent stepped Dutch gable feature facing the High Street. It also includes a curved, open fronted, columned entrance on the High Street

The rear garden is at a lower level to the pub and includes considerable outdoor seating. First floor rooms are believed to be used to provide bed and breakfast accommodation.

The pub is in Shoreham conservation area but is not listed. There are no protected trees on the site. The Toll House to the west as you enter the Norfolk Bridge is a dwelling, former listed building.

Proposal

Advertisement consent is sought for two new signs. A replacement fascia sign over the main entrance illuminated with black spot lights and a black trough light and a new freestanding hanging sign in the frontage reusing the existing frame and lighting and retaining the cartouche. An illuminated fascia sign proposed for the west side elevation has been deleted from the application.

Relevant Planning History

AWDM/1599/18 - Proposed new pergola in beer garden to South West of site to provide covered outdoor seating, new covered seating in South East corner of site. Removal of roof lantern from roof terrace on buildings western elevation. Removal of existing windows on South elevations and in filling with port-hole style windows with associated alterations. Granted 4.6.19

AWDM/0204/17 - New porch to rear and 2 no. new replacement windows to rear. Granted 28.4.17

ADC/0358/08 - Enclosure of existing covered entrance. Granted 22.8.08

SU/130/99 – Picture window to rear. Granted 4.10.99

Consultations

Adur District Conservation Advisory Group: No objection.

Representations

Two objections received from the owners of The Toll House:

The level of illumination will add to light pollution and nuisance to us particularly the side sign facing us. The front fascia is OTT.

Relevant Planning Policies and Guidance

Adur Local plan 2017: 2, 11, 15, 17, 34
The National Planning Policy Framework 2019

Planning Assessment

Principle

The principle of development can be supported as it upgrades a public House within the built up area boundary. For consideration are the effects of the new signage on the appearance of the building and the conservation area and impact on neighbours.

Neighbour Impact

The side sign has been deleted from the application. The two frontage signs have levels of illumination, 85cd/m2, well within appropriate High Street levels. No significant harm will occur.

Design and conservation area.

The revised signage application is acceptable in conservation terms.

Recommendation APPROVE subject to the following conditions:

1-6 Standard conditions.
2. Approved Plans

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Is recommendation contrary to any representations? Y

Case Officer signed:	MOK	Date: 4/11/21
Authorised and signed by:	Peter Barnett	Date: 4/11/21