Development Control – Delegated Officer Report

Application Number: AWDM/0833/20 **Recommendation – Grant consent**

Site: **The Romans Hotel, Manor Hall Road, Southwick, BN42 4NG**

Proposal: **Application for Advertisement Consent for Replacement signage including externally and internally illuminated signs; non-illuminated signs; and 4no. lanterns.**

Date of site visit:

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to an existing two storey public house/hotel, and is a curved building positioned on a corner site at the junction of Manor Hall Road to the south and Milton Drive to the west. The entrance door faces on Milton Drive. Vehicular access is across the front corner of the site off both Manor Hall Road and Milton Drive.

The public house/hotel already has advertisements such as an externally illuminated fascia sign stating 'The Romans' fronting Milton Drive; externally illuminated lettering 'The Romans' and a pub sign board affixed to the wall, both positioned on the front corner of the building, plus further board situated below these signs on the same corner; a further externally illuminated fascia stating 'The Romans' facing Manor Hall Road; an externally illuminated double sided pole sign board positioned within the land behind the boundary wall fronting Manor Hall Road. Plus various other non-illuminated smaller signs and an 'A' board.

Proposal

The application as amended (floodlighting removed) seeks advertisement consent for the following signs:-

Sign A: 4no. New lanterns (1no. each side of the 2no. entrance doors);
The lanterns will measure 180mm high x 200mm wide x 380mm deep.
The lanterns will be illuminated. The illuminance being 200 cd/m2

Sign B: 1no. New fret cut internally illuminated roundel sign; (positioned at 1st floor level between the 2no. 1st floor windows over the ground floor bay);
The roundel sign will measure 1.8m high x 1.8m wide x 100mm deep.
The roundel sign will be internally illuminated, with the level of illuminance being 200 cd/m2

Sign C: 2no. New fascia signs with applied 10mm Perspex house name letters, new trough lights to illuminate. (1no. fascia each side of the building facing Manor Hall Road and Milton Drive);
The fascia signs measure 4m wide x 700mm high x 50mm deep.
The fascia signs will be externally illuminated by way of an external trough light which projects 250mm from the wall, with a level of illuminance of 200 cd/m2

Sign D: 1no. New double sided fret cut, internally illuminated sign with new bracket to existing post. (Post positioned at the frontage facing Manor Hall Road);
The hanging sign will measure 1.5m high x 1.5 wide x 100mm deep.
The double sided post sign will be internally illuminated, with the level of illuminance being 200 cd/m2

Sign E: 2no. New large amenity boards with applied vinyl detail, installed to existing door recesses. (1no. each side of the building facing onto Manor Hall Road & 1no. facing Milton Drive);
The amenity boards will each measure 1.6m high x 950mm wide wide x 50mm deep.
The amenity boards will not be illuminated.

Sign F: 2no. New small amenity boards with applied vinyl detail, fixed to existing post. (Post at front facing Manor Hall Road);
The amenity boards will each measure 1.1m high x 700mm wide x 50mm deep.
The amenity boards will not be illuminated.

Sign H: 2no. New car park disclaimer signs. (Sign facing Manor Hall Road & Milton Drive either side of the ground floor bay);
The disclaimer signs will measure 450mm high x 450mm wide x 50mm deep.
The disclaimer signs will not be illuminated.

Sign J: 2 no. New A1 lockable poster cases to replace existing. (Frame containing posters on frontage facing Manor Hall Road).
The lockable poster cases will measure 942mm high x 687mm wide x 50mm wide.
The signs will not be illuminated.

Relevant Planning History: None

Consultations:

Env. Health Pollution 1st Consultation Response:

Given, the concern from the neighbours and the fact that these lights will be illuminated past 11pm, the curfew point in the Institute of Lighting Engineers Guidance, I would recommend that a light assessment is provided before any decision is made. I will e-mail the planning officer a copy of the latest guidance for their information.

Env. Health Pollution 2nd Consultation Response to amended application:

There are no EH comments.

WSCC Highways

Summary
The proposal is for replacement signage, including externally and internally illuminated signs, non-illuminated signs, 4 lanterns and 10 LED lights under eaves. The site is located on Manor Hall Road, a C-classified road, subject to a speed restriction of 30 mph. WSCC in its role as Local Highway Authority (LHA) raises no highway safety concerns for this application.

Content
The proposed signs are to be placed within private land and will not encroach onto publicly maintained highway. The signs are not in positions that would obstruct vehicular visibility at the existing access, or the junction with Manor Hall Road and Milton Drive. The luminance levels of the proposed illuminated signs does not exceed the maximum luminance recommended for an area such as this, as set out in The Institute of Lighting Engineers Technical Report 5: Brightness of Illuminated Advertisements.

An inspection of collision data provided to WSCC by Sussex Police from a period of the last 5 years reveals no recorded injury accidents resulting from road layout within the vicinity of the site. Therefore there is no evidence to suggest the existing arrangement is operating unsafely or that the proposal would exacerbate an existing safety concern.

Conclusion
The LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the NPPF (para. 109), and that there are no transport grounds to resist the proposal.

Representations: 3 letters of objection from 31, 33 and 35 Milton Drive

- We live opposite and the lights are very bright
- Object to LED lights and signs as they make me unwell
- Concerned that they may start flashing
- Blue LED lights cause serious people to be ill
- Have had to put up with existing very bright lights, would not want to see them even brighter
- Do not know what the existing luminosity levels are, therefore, it is not possible to make an informed comment on the application
- The submitted pictures detailing the work have been taken in daylight hours, and none taken at night showing the brightness of the lighting
- The street lighting goes out at midnight in winter and 0100 in summer
- The existing lighting on the Romans is plenty bright enough to light the road when the street lights have gone out.
- Have been told that the new signs are to replace the existing signage, but it looks like there is more lighting being added with more up to date and brighter bulbs/LED's
- Concern with the amount of light from the frontage onto the Milton Drive side shining from 3 floors
- The light from the flood lights will shine directly into our property
- The new lights will be brighter than the old lights
- The new brighter lighting will penetrate through our curtains/blinds at the front of the house making it difficult to sleep, particularly when on shift work
- Existing problems with the pub, particularly at closing time, and the use of the beer garden
- They also run a scaffolding business which makes a lot of noise when loading and unloading

Relevant Planning Policies

Adur Local Plan policy 15
National Planning Policy Framework (2019)
National Planning Practice Guidance

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

“Amenity” includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

There are letters of objection received, but largely these relate to issues not being considered under the planning act, or the factors listed above i.e. the presence of any feature of historic, architectural, cultural or similar interest.

The advertisement consent application seeks the replacement of the existing signs and updating the lighting to be more sustainable with regard to power usage. Previously proposed LED lighting positioned under the eaves have now been removed from the application as these had the potential to cause a loss of amenity.

The application states that the luminosity of the signs will be the maximum of 200 cd/m2. This level of luminosity conforms to the Institute of Lighting Engineers Technical Report number 5 recommended maximum luminance levels for intrinsically dark areas e.g. National Parks or other dark landscapes, and meets the criteria for low district brightness in rural or small village locations.

Environmental Health have been consulted on the application and raise no objections to the amended application.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The Local Highways Authority, raises no objections to the advertisements on public safety grounds.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. No illumination outside of opening hours
9. The signs shall not display any moving, or apparently moving, images.

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

Case Officer: Eve Hearsey Date: 23.11.2020

Authorised by: Peter Barnett Date: 23 November 2020