Development Control – Delegated Officer Report

Application Number: AWDM/0725/25 **Recommendation – GRANT CONSENT**

Site: **Waterside Inn, Lower Beach Road, Shoreham-by-Sea, BN43 5RA**

Proposal: **Advertisement Consent for replacement signs (illuminated and non-illuminated) to include 1 x double sided externally illuminated post mounted pictorial sign complete with 2 x externally illuminated amenity boards, 2 x wall mounted amenity boards, 2 x externally illuminated fascia signs and 2 x non illuminated welcome signs.**

Date of site visit: Assessment has been assisted using the Applicants plans; Earthlight mapping; and Google 3D of the site.

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to an existing, detached, pitched roof public house, located on the Shoreham Beach estate, on a site which abuts the path leading to/from the Adur Ferry Bridge Shoreham, which is a public footpath which crosses the River Adur and leads directly to the town centre of Shoreham

The public house has mock Tudor appearance with external beams and plaster infills which have been painted. There is existing signage on the building and signage within the grounds.

The site is not a Listed Building and is not within a Conservation Area.

Proposal

The application seeks advertisement consent for illuminated and non-illuminated signs.

The signs as shown are:-

- Sign 01 – Externally illuminated Gibbet sign with 2no. Double sided amenity board signs on the post : positioned close to the south, front boundary wall;
- Sign 02A – Non illuminated wall board : positioned on the west wall of the public house facing the Riverside Car Park.
- Sign 02B – Non illuminated wall board : positioned south east wall of the public house facing the PH car parking area;

- Sign 04 – Externally illuminated fascia sign – positioned centrally on the frontage between the second floor window and the first floor window;
- Sign 05 – Externally illuminated fascia sign – positioned on the rear of the PH directly above the mono pitch roof of the rear single storey section;
- Sign 06 – Non illuminated 'Welcome' sign – positioned above the door to the east of the front bay;
- Sign 07 – Non illuminated 'Welcome' sign – positioned above the door to the west of the front bay.

Relevant Planning History:

AWDM/0976/19 Installation of replacement various illuminated and non-illuminated signs to include fascia signs, hanging signs and single leg pictorial signs. **Consent 04.09.2019**

AWDM/1136/19 Retrospective application for Festoon Lights to north and west elevations. **Approved 04.09.2019**

Consultations: Env Health
The lights are 'warm white LED's' as opposed to white light LED's. Given their location and distance from residential properties I can't see these causing any detriment to amenity. They will be visible.

Representations: None received

Relevant Planning Policies

Adur Local Plan policy 1,15
National Planning Policy Framework
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:

The locality around and near the application site is predominantly residential which comprise single dwellings and flats such as Pacific Court.

The Waterside PH has had illuminated signs on the building for many years and therefore the continuation of illuminated signs will not impose on the existing visual amenities of the neighbouring residential properties any more than currently exist.

The adverts are considered to respect the character and appearance of the surrounding area and thereby, they are considered to be in accordance with policy 15 of the Adur Local Plan.

Public Safety:

The public safety of the area includes such things as the safety of persons using any highway etc. and again as the proposal seeks to replace existing illuminated signage, and the illumination is external, meaning they can be positioned to shine down on the adverts themselves rather than further afield, it is not considered that the replacement adverts will materially affect public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6

Informative:

1. Approved following amendment

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

Case Officer: Eve Hearsey Date: 14.08.2025

Authorised by: Louise Prew Date: 15/08/2025