

(2) P/12/1048/AD

WARSASH

GREENE KING PLC

AGENT: OMEGA SIGNS LIMITED

DISPLAY OF ONE EXTERNALLY ILLUMINATED TOTEM SIGN

19 WARSASH ROAD - SILVER FERN - WARSASH SO31 9HW

**Report By**

Simon Thompson Extn.4815

**Site Description**

The 'Silver Fern' Public House is located on the north side of Warsash Road approximately 150 metres to the east of the roundabout junction with Brook Lane at the centre of Warsash. The building is not traditional but is similar in form to a low chalet style dwelling.

The frontage is open and set aside for car parking. There is a traditional style free standing pole sign adjacent to the road frontage.

**Description of Proposal**

The proposed development is to replace the existing traditional style pole sign with a modern 'totem' sign.

The original proposal was for a totem sign 3 metres high by 1.275 metres wide rising, full width, from ground level.

Following discussions with Officers the sign has been reduced in scale and reverts back, in part, to being a pole sign. The revised proposal is for a 2.58 metre by 1.2 metre sign to be mounted on a 1.45 metre high pole.

**Policies**

The following policies apply to this application:

**Fareham Borough Local Plan Review**

DG7 - Signs and Advertisements

**Representations**

Two representations were received as a result of publicising the original application raising the following issues:

- Out of character with the character of the centre of Warsash
- Totem sign at ground level would restrict forward vision from vehicles leaving the car park

No letters have been received as a result of publicising the amended plans.

**Consultations**

Director of Planning & Environment (Highways) - No objection

Director of Regulatory and Democratic Services (Environmental Health) - No Objection

**Planning Considerations - Key Issues**

The current pole sign is in a prominent location adjacent to the highway. Its traditional