

P/12/1048/AD

WARSASH

GREENE KING PLC

AGENT: OMEGA SIGNS LIMITED

RETENTION OF ONE EXTERNALLY ILLUMINATED TOTEM SIGN

19 WARSASH ROAD - SILVER FERN - WARSASH SO31 9HW

Report By

Simon Thompson Extn.4815

Introduction

This application was deferred at the last Committee. Members noted that the sign has been displayed in advance of a decision and were concerned that the pale upper portion of the sign makes a stark contrast to the remainder of the sign which is dark green, and that, as such it stands out in the street scene more than they would wish.

Officers have discussed the matter with the applicants' agents who have advised, firstly, that the sign was displayed by mistake since the Council's notification of the Committee hearing was inadvertently taken as a consent. Secondly, they have pointed out that the colours used in the sign are the corporate colours of their clients, Greene King, and as a consequence they are unable to comply with the Committee's wishes to change the background colour.

The previous Officer Report is set out below. Members' attention is drawn to the fact that colours are rarely seen as a matter for Planning Authority consideration since these are almost invariably determined by corporate image - notable exceptions being if the site is in a conservation area or is a listed building, neither of which is the case here. Members are reminded that signs may be determined only on grounds of amenity and safety. Whilst the final appearance of the sign is an amenity consideration, determination is normally made on the basis of the size, position, form and level of illumination as opposed to colour and content. The Officers recommendation therefore remains unaltered.

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.

Description of Proposal

Consent is sought to retain one externally illuminated 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

One further objection has been received in relation to the amended plans stating that the sign would still be out of keeping with the character of the centre of Warsash and although raising the sign may improve visibility it will also have a greater impact on the surrounding area.

Consultations

Director of Planning & Environment (Highways) - No objection

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

Planning Considerations - Key Issues

The sign is in a prominent location adjacent to the highway.

The 'totem' sign as originally submitted was to be set at ground level and rise to a height of 3 metres and to be floodlit from the ground. Although this height is lower than the existing, it was considered that the sign would be out of keeping in its form with the general character of the street scene. However, Officers are not of the opinion that there are grounds to insist upon the retention of a traditional form of sign; indeed the existing sign is, arguably out of place, visually, with the character of the public house.

The applicants have since submitted an amended design which falls halfway between the two styles. It retains some of the characteristics of the 'totem' sign in terms of the sign dimensions which are 2.58 metre by 1.2 metre in lieu of 3 metre by 1.275 metre but it is placed upon a pole of 1.45 metre height. The lighting is also more akin to the traditional form of pole sign with up and down lighters splitting the sign to illuminate its two separate elements, that of the company and the site specific information. Although this results in the sign being higher than the original proposal, at 4 metres it is understood that this is still lower than the existing.

The result of the changes not only retains more of the character of a 'pub' sign but also (although no highway objection was raised) will allow vision below the sign from drivers leaving the car park.

Advertisements must be determined on the basis of amenity and highway safety only and Officers believe that the amended sign is not harmful in either respect.

Reasons For Granting Permission

The development is acceptable taking into account the policies of the Development Plan as set out in this report. The proposal is not considered likely to result in any significant impact on the amenity or the character of the area or on highway safety. The scheme is therefore judged to be in accordance with Section 38(6) of the Planning and Compulsory Purchase

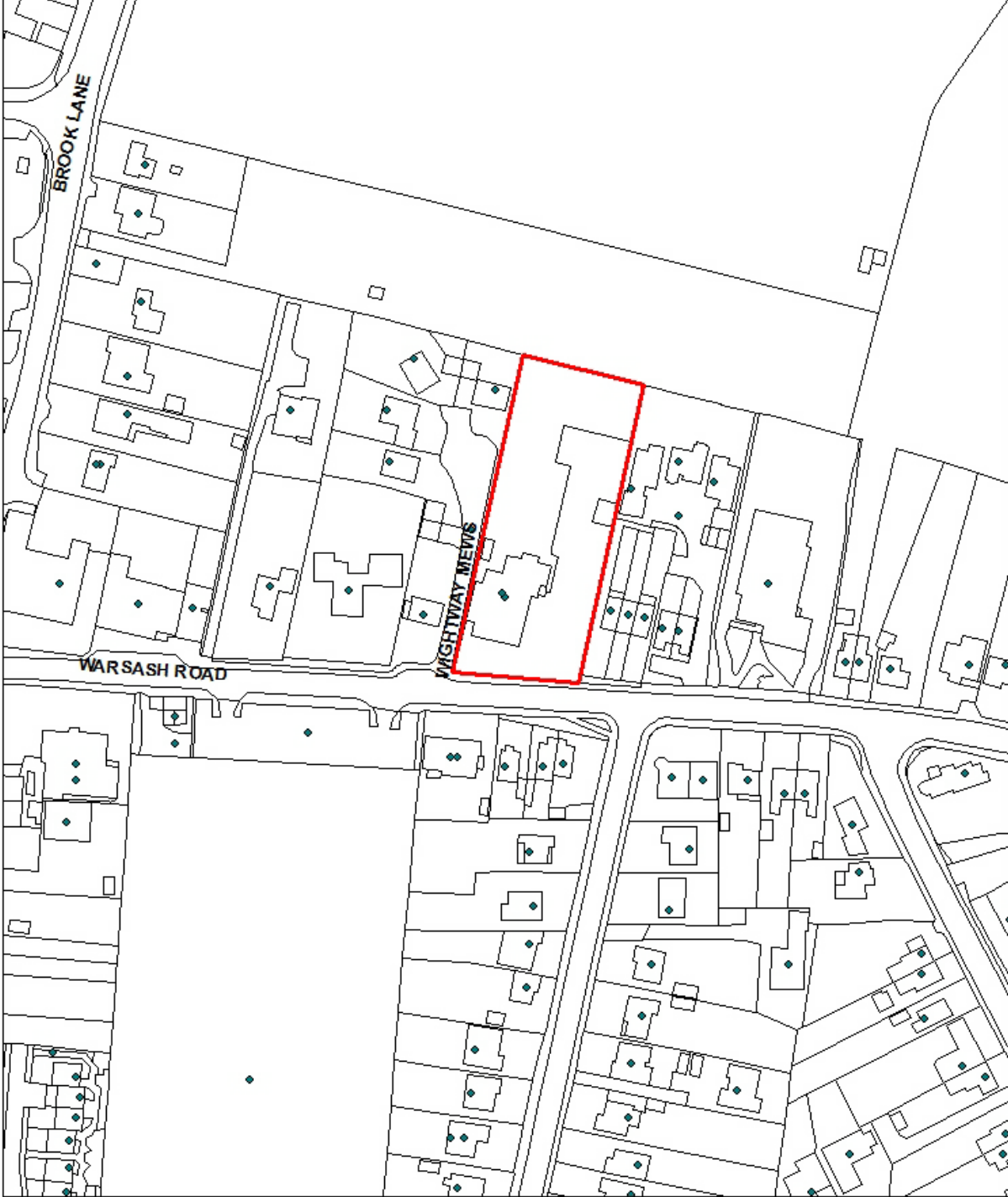
Act 2004 and thus planning permission should therefore be granted.

Recommendation

CONSENT: standard performance and compliance conditions; illumination level.

FAREHAM

BOROUGH COUNCIL



19 WARASH ROAD - SILVER FERN
1:1250

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