Development Management - Delegated Officer Report

Application Number: AWDM/0544/18 Recommendation – Approve

Site: Dunelm Mill Eastern Avenue, Shoreham-By-Sea

Proposal: Advertisement consent for replacement signage including additional fascia signs to each of south, east and west elevations and replacement of signage on existing freestanding tower sign 9.65m high to south of building (all internally illuminated).

Date of site visit: 21st May 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to Dunelm Mill on the north side of Eastern Avenue Shoreham. It is a retail use within a commercial area with the skate park to the south on the opposite side of the road. The building and signage are currently prominent within the street scene with views on the front and the side of the building from the road. There is currently illuminated signage including fascia signage and a tower sign.

Advertisement consent is sought to retain and re skin the tower sign and main 'Dunelm' fascia sign box. These will be internally illuminated as existing. The existing lettering which is on the southern and western elevations will be removed. Additional fascia signage is proposed on all elevations adjacent to the main 'Dunelm' sign. These additional sings are to advertise additional retain uses in addition to Dunelm. As originally submitted either side of the Dunelm sign on the south, east and west elevations 4 additional signs were shown 2.1 metres squared. Officers considered that this amount of additional signage, also illuminated on three elevations was excessive and cluttered and dominated the main retail use signage.

Amended plans have been received that show 2 signs either side of the main entrance sign, (west elevation) 2 metres squared. The remaining south and east elevation also have 2 signs either side of the main Dunelm sign but these are limited to 1.5 metres squared. All are illuminated.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (March 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed signage is largely replacing existing signage of a similar scale and design. In addition the square signage which accompanies the main Dunelm fascia signs has been added. As amended the signage proposed has been reduced in both quantity and scale. This allows for a less cluttered appearance and also allows this additional signage to appear subservient to the main 'Dunelm' signage. The proposals as amended are therefore considered satisfactory and can be supported.

Public Safety

The signs are within a commercial area where both illuminated and non-illuminated signage exists. No harm to highway safety is anticipated.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions

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

Case Officer: Hannah Barker Date: 19th June 2018

Authorised by: Peter Barnett Date: 19 June 2018