Development Control – Delegated Officer Report

Application Numbers:
AWDM/1470/13 & AWDM/1469/13

Recommendation –
APPROVE/ISSUE

Site: **Tesco Holmbush Centre**

Proposal: **Installation of 3 internally illuminated fascia signs and non-illuminated signs in connection with proposed dry cleaners, key cutting and shore and watch repair pod**

Installation of dry cleaning, key cutiing, shore & watch repairs pod

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Neighbours checked: Y
Additional neighbour notifications: N

Proposal, Site and Surroundings

The proposal is a free standing building to measure (at max) 2.455 metres in height, 6.668 metres in length, and 2.709 metres in width.

This will be occupied by Timpson Ltd and provide their services (dry cleaning, shoe repair, key cutting, jewellery repairs, watch repairs, engraving, etc).

The building would be adorned with 3 no. internally illuminated fascia signs and various non-illuminated signs in connection with its use.

The application site is an out of town Tesco supermarket on the outer edge of Shoreham/Southwick, accessed from the A27.

For ease of reference this report deals with both advertisement and planning applications.

Relevant Planning History
None

Consultations
None

Representations

Relevant Planning Policies and Guidance
Adur Local Plan: AG1, AH7
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

Upgrading of the store services at the scale proposed is acceptable as it would not have a materially harmful impact upon the retail hierarchy of the district.

Visual amenity

The scale, design and appearance of the pod building, including all the advertisements onto it, is not inappropriate when viewed against the backdrop of the supermarket building.

Insufficient visual harm would arise from it.

Parking and accessibility

The dry cleaners pod would be positioned on the pedestrian circulation space in the immediate front of the store where there is already customer dropping off and picking up opportunities, and no car parking space provision would be affected.

Recommendation

APPROVE for the reason:-

The proposed development can take place without detriment to the local environment and would not detract from the character or appearance of the area. It would not result in any detriment to the amenities of neighbouring properties and consequently does not conflict with saved Adur Local Plan policies AG1, AH7 and the planning policies set out in the National Planning Policy Framework

Subject to Conditions (planning):-

1. Standard time
2. Approved plans

Subject to Conditions (advert):-

1. Standard 5
2. Approved Plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in

favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to any representations? Y

Case Officer
Signed: Matthew Porter Date: 24-12-2013

Authorised and signed by: Peter Barnett Date: 2 January 2014