Expires 20/6/07.

Development Control – Delegated Officer Report

Application Number: ADC/0254/07 **Recommendation – Permit Application**

Site: **Courts Superstore Eastern Avenue Shoreham-by-Sea West Sussex**

Proposal: **6 internally-illuminated flexface signs and 6 sets of non-illuminated product text signs for Dunelm Mill (former Furnitureland)**

The Application

The application site is the former Furnitureland retail warehouse located on the north side of Eastern Avenue, Shoreham. The unit is bounded to the north by a railway line with another warehouse unit and residential properties beyond, to the east by a McDonalds restaurant, and to the west by car parks.
The application seeks permission for new signage for the new occupying business, Dunelm Mill. It is proposed that there will be six internally illuminated main signs, three of which will be on the east, west and south elevations with the other three on the tall south side totem. They will be coloured green and lit to a brightness of 600 candelas. Additionally, six sets of non-illuminated product text are to be added to the east, west and south elevations.

Consultations and Representations

Consultations/Comments

Network Rail - Southern Region No comments received.

Third Parties

No representations have been received.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB17
West Sussex Structure Plan: DEV1

Planning Assessment

The main considerations are the impacts these signs will have on nearby residential properties and the appropriateness of the styling.

The warehouse unit currently still features Furnitureland signage which was erected without our express consent several years ago. It features two large 16 metre wide internally illuminated main signs on the south elevation with further of this size on each of the other elevations. Additionally, several large externally illuminated product pictures sit on the east, south and west elevations. Above the main windows on the south west corner are non illuminated product text signs whilst the totem featured high level externally illuminated poster signage.
The proposed new Dunelm Mill signage will be more minimalist in nature with single 8 metre wide internally illuminated main signs on the east, south and west elevations with non illuminated product text either side. The totem will feature high level internally illuminated main signage.
It was felt that this signage was too large when compared to previous Courts signage approved under SU/34/04 and a request was made to reduce the main elevational signage in height and width by 600mm, remove the product lettering on the east and west elevations, and reduce the totem signage in height by 2 metres. Amended plans were received that acceptably reduced the main signage and totem signage accordingly and also removed the product lettering from the east elevation.
It is not considered that these signs will impact on the neighbouring properties to the north east and north west as the nearest are over 70 metres away. There are no properties to the east, west or south. The signs will be lit to a brightness of 600 candela per square metre and will not impact on highway safety.
These signs will be far more appropriate to the unit than the previous large Furnitureland signs and will not be excessively obtrusive in the locality. It therefore accords with policy AB17 of the Local Plan.

Recommendation

APPROVE for reason that :-

The proposed signage will not have any adverse impact on the character and appearance of the surrounding area and will not create a danger or hazard to public safety, therefore complying with policy DEV1 of the West Sussex Structure Plan and policy AB17 of the Adur District Local Plan.

Subject to:

1. Standard advertisement conditions 1-5
2. C14Ai: '...on 12 June 2007 and...Reason: policy AB17 of the ADLP and policy DEV1 of the WSSP.' (permission relates to amended plans)

Case Officer:.....

CJ 12/6/07.

Date:12/6/07..