Development Control – Delegated Officer Report

Application Number: ADC/0503/10 Recommendation – APPROVE

Site: McDonalds, Eastern Avenue Shoreham-by-Sea BN43 6PW

Proposal: 3 sets of fascia lettering on west side and front of building and customer order display at rear

The Application

The proposed extension and refurbishment to McDonald's latest 'Al Fresco' concept' (ADC/0463/10) also includes a replacement 'M' logo and replacement and additional 'McDonalds' name lettering on the front and east side of the building. They are to be internally-illuminated (600 candela per square metre). There is a separate application for the freestanding signage (ADC/0464/10).

Consultations and Representations

West Sussex County Council: No objection.

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

The relevant considerations under the Regulations are amenity and public safety. Policy AB17 states that consent will only be granted for adverts which respect the character and appearance of the surrounding area and do not create a danger or hazard. WSCC are satisfied there is no adverse effect on highway safety.

The character of this area south of the railway, on the north side of Brighton Road and Eastern Avenue, is that of retail warehousing, with a commercial appearance. Nevertheless, the existing signage is not excessive and is proportionate to the size of the buildings.

The replacement/additional name lettering and logo letter currently proposed is considered appropriate to the site and it is not considered that it would be materially detrimental to amenity.

Recommendation

APPROVE subject to:-

Standard conditions 1-5

6. C2Aii .....exceed 600 candela per square metre and shall.....

Case Officer: Keith Morgan Date: 14 January 2011