Expiry Date – 13/2

Development Control – Delegated Officer Report

Application Number: AWDM/1951/19 Recommendation – Approve

Site: McDonalds, 2 Eastern Avenue, Shoreham

Proposal: Installation of 5no. new digital freestanding signs and 1no. digital booth screen.

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: 31/1/20

Site and Surroundings

This 24 hr drive thru McDonalds sits just south of the railway adjoining the rail crossing. There are houses to the north of the railway. The other side of Eastern Avenue is the flank wall of Dunelm store and to the east is Halfords. Brighton Road is to the south.

The site is not in a conservation area and is not listed.

Proposal

Permission is sought to erect 5 freestanding signs in the place of 4 currently on the west side of the drive thru and a booth screen on the east side.

3 signs measure 2.167 m in height and 1.648 m in width, the 4th is narrower at 85.3 cm. The booth sign is monitor sized, 390mm by 530mm, They are internally illuminated with the freestanding signs illuminance level at 600 cd/m2 and the booth sign 1600 cd/m2

Relevant Planning History

AWDM/1026/17 - Refurbishment and extensions to building in addition to replacement shopfront and drive-thru booths with associated works and erection of bin store to north of building. Granted 30.8.17

AWDM/0470/14 - Installation of new non-illuminated side by side lane sign, relocated and retained internally illuminated totem signs, relocated and retained internally illuminated directional signs. Approved 27.5.14

Consultations

None undertaken.

Representations

None received.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2 8, 11 and 15.

Planning Assessment

Principle

The principle of development can be supported as it upgrades a restaurant within the built up area boundary. For consideration is the impact of the proposals on the character and appearance of the area and the impacts of the development on neighbour amenity.

Character/Neighbours

This is a purpose built freestanding McDonalds drive thru in a commercial district and adjoining the railway line. The proposed signs are larger than existing but in their context acceptable. The illuminance level of the freestanding signs are acceptable in this environment. The booth sign is brighter but internal and the booth faces east towards a hedge and the flank wall of Halfords.

Recommendation APPROVE

1-7 Standard conditions.
8. Approved Plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission 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? No.

Case Officer signed:	MOK	Date: 4.2.2020
Authorised and signed by:	Peter Barnett	Date: 4 February 2020