Expiry Date – 13/4, ppa to 23/4

Development Control – Delegated Officer Report

Application Number: AWDM/2088/20 Recommendation – Approve

Site: 2 Salt Marsh Road, Shoreham

Proposal: **Advert consent for display of 2no. externally illuminated fascia signs, 15no. window vinyls and 3no. poster cases to east and south elevation of ground floor shop.**

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: photos

Site and Surroundings

Development is nearing completion on this 2013 permission for a mixed development of houses, an hotel and commercial floorspace including retail on the west side of Old Shoreham Road, north of the railway bridge. The shop unit is on the ground floor of a 4 storey building which wraps around the south east corner of the building. The building itself is set back from the Old Shoreham Road with car parking in front of it. An unlet retail unit occupies the north west corner of the building.

Proposal

Advertisement consent is sought to display of 2no. externally illuminated fascia signs, 15no. window vinyls and 3no. poster cases to east and south elevation of ground floor shop.

Relevant Planning History

AWDM/0935/13 Outline planning application (including approval of details of access) for redevelopment of general industrial land for a mixed use scheme with up to 120 new dwellings (Use Class C3), hotel (Use Class C1), offices and light industrial (Use Class B1), retail (Use Class A1), financial and professional services (Use Class A2) and cafe (Use Class A3), with associated roadways, parking and flood defence wall (site includes Riverbank Business Centre and 12-18 Old Shoreham Road). Granted

AWDM/2044/20 - Application to vary Condition Number 26 of previously approved AWDM/0935/13. Amendment: retail store to be utilised as a convenience store to be open for trade or business other than between the hours of 6.00 am and 11.00 pm on a 7 day per week basis, including Public Holidays. Pending

Consultations

Health: No objection.

Highways: '*The LHA previously requested clarity on the lighting levels of the signage proposed.*
The Applicant has stated in summary that all illuminated sings will be no more than 250 cd/m2. This is within the quotas set by WSCC. As such, the LHA raise no concerns over this provision.
The LHA notes that the site currently contains unadopted roads. The signs proposed are not anticipated to hinder the operations of the highway.
Conclusion
The LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 109), and that there are no transport grounds to resist the proposal.'

Representations

No response.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2, 15, 11, 27.

Planning Assessment

Only the two fascia signs are to be illuminated. They are modest in depth relative to the ground floor height at 800mm. Each of them appear to exceed 10sqm. Standing advice is that illuminated signs should have a luminance level to meet the standard below are

Illuminated area (m²)	**Zone E1**	**Zone E2**	**Zone E3**	**Zone E4**
Up to 10.00	100	600	800	1000
Over 10.00	n/a	300	600	600

E1 – Intrinsically dark areas (e.g. National Parks, Areas of Outstanding Natural Beauty or other dark landscapes)

E2 – Low district brightness areas (e.g. rural or small village locations)

E3 – Medium district brightness areas (e.g. small town centres, urban locations)

Whilst not in the town centre itself the site is close to the town and opposite a residential area. It is some distance from the river. The proposed luminance levels of

250 cd/m2 shown in the revised details will not cause a highway nuisance nor be visually intrusive in this location.

Recommendation APPROVE subject to the following conditions:

1. *Standard conditions 1-7*
8. *Approved Plans*
9. *Luminance levels*

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? No.

Case Officer signed:	MOK	Date: 22.4.21
Authorised and signed by:	Peter Barnett	Date: 22 April 2021