Development Management - Delegated Officer Report

Application Number: AWDM/0620/21 Recommendation – Approve

Site: 1 - 2 Royal George Parade, Upper Shoreham Road, Shoreham-By-Sea

Proposal: Application for advertisement consent for 12 signs including: 1x Slatted Fascia with internally illuminated logo and non illuminated welcome text
1x Folded aluminium fascia with internally illuminated logo
1x Non illuminated folded aluminium fascia
1x Non illuminated car park directional letters and arrow
1x Internally illuminated Co-op projector with car park directional panel

Date of site visit: Not formally visited. Assessed using Google Maps and have passed by site many times

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Co-Op shop at Royal George Parade close to the Holmbush roundabout. The proposal is to upgrade the signage to the current corporate branding. It is proposed to install new fascia signage to the front and part of the east side, plus numerous other signs referred to in the description.

Relevant Planning History

Various

Consultations

None

Representations

1 letter received stating no objection provided the signs cannot be seen from their home that directly backs onto the Co-op.
Complaint about an LED strip light high up at the back of their building which is causing light pollution into home and garden (note, the complaint has been passed to Env Health)

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (February 2019)

Planning Assessment

Visual amenity

The new signage follows the Co-Op's corporate colour scheme of grey fascia and blue logo with white lettering saying "Welcome to Upper Shoreham Road's Co-Op". They are visually acceptable.

The car park signage is also typical and, benign at the side/rear, will not be unduly intrusive.

Public safety

Only the projecting sign and logo will be internally illuminated and, at 300cd/m2, it is of an acceptable luminance level for this location.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. Standard conditions

Is recommendation contrary to letter(s) of representation? N

Case Officer:	Peter Barnett	Date: 18 May 2021
Authorised by:	Gary Peck	Date: 18 May 2021