Exp 13/11

Development Control – Delegated Officer Report

Application Number: ADC/0576/07 **Recommendation – Permit Application**

Site: **Mcdonalds Holmbush Centre Upper Shoreham Road Shoreham-by-Sea**

Proposal: **Replacement of existing sign on rear tower with internally-illuminated golden arch logo on non-illuminated background panel**

The Application

The application site is located at a retail centre comprising of Marks and Spencers, Tescos, Homebase and McDonalds. The site is located within the built up area of Shoreham adjacent to the A27 road intersection.

As existing there are many examples of illuminated and non-illuminated signage within the site relating to each retail function. Advertisement Consent is sought to replace an existing internally illuminated Mcdonalds 'golden arch' sign with an identical 'golden arch' however the sign is to be set onto a non-illuminated square fascia which is coloured kakhi green. This is in line with McDonald's new corporate logo.

Consultations and Representations

South Downs Joint Committee: - The Society objects to the erection of any further illuminated signage at this site on the grounds of its visual intrusion on the views of and from the AONB to the north of the A27.

Third Parties: - No third party representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB17

Planning Assessment

Policies

Policy DEV1 of the West Sussex Structure plan states that development should not be permitted unless the construction, layout, scale and appearance are of

high quality, taking into account the need to minimise potential conflicts between land uses and activities.

Policy AB17 of the Adur District Local Plan states that consent for advertisements will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger to public safety.

Visual Amenity

The proposed signage is located to the rear (north) of the main building and will therefore be visible from the A27 which runs east, west to the north of the site. There will be no greater visual impact than existing as the signage will be no larger or prominent when viewed from the highway. The only change is the non illuminated background which the illuminated 'golden arch' will be mounted on. The South Downs Society have objected to the proposal due to its visual intrusion of views of and from the AONB however as this is a replacement of the existing sign and therefore there will be no additional impact.
Also, larger signs on backgrounds at M & S were recently allowed on appeal (ADC/0078/07).
There will be no danger or hazard to public safety as a result of this replacement signage. It is therefore considered that the application complies with part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

APPROVE

Advertisement standard conditions 1-5

Case Officer.....[signature].....Date...14/10/07.....

Planning Services Manager.....[signature].....Date....5-10-07....Subject to no further objections by 10 October.

Chair of Planning Committee....A.J. Mills....Date...4/10/07....Subject to no futher objections by 10 OCT 07
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