WEST SUSSEX COUNTY COUNCIL **DATE: 20/05/2014**
STRATEGIC PLANNING CONSULTATION

FROM: Ian Hayward **TO: Adur & Worthing Councils**
FAO: Sarah Crease

SUBJECT: AWDM/0478/14 – Advertisement consent for various replacement signage throughout the whole site

Tesco Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, West Sussex

RECOMMENDATION:

Advice	✓	**Modification**		**More Information**	✓
Objection		**No Objection**		**Refusal**	

S106 contribution: £n/a

This application has been dealt with in accordance with the Development Control Scheme protocol for small scale proposals which include up to 5 residential units or extensions to single units accessed from roads that do not form part of the Strategic Road Network (SRN). As such the comments provided by Local Development should be considered to be advice only, with respect to this planning application.

This proposal has been considered by means of a desktop study, using the information and plans submitted with this application, in conjunction with other available WSCC map information. A site visit can be arranged on request.

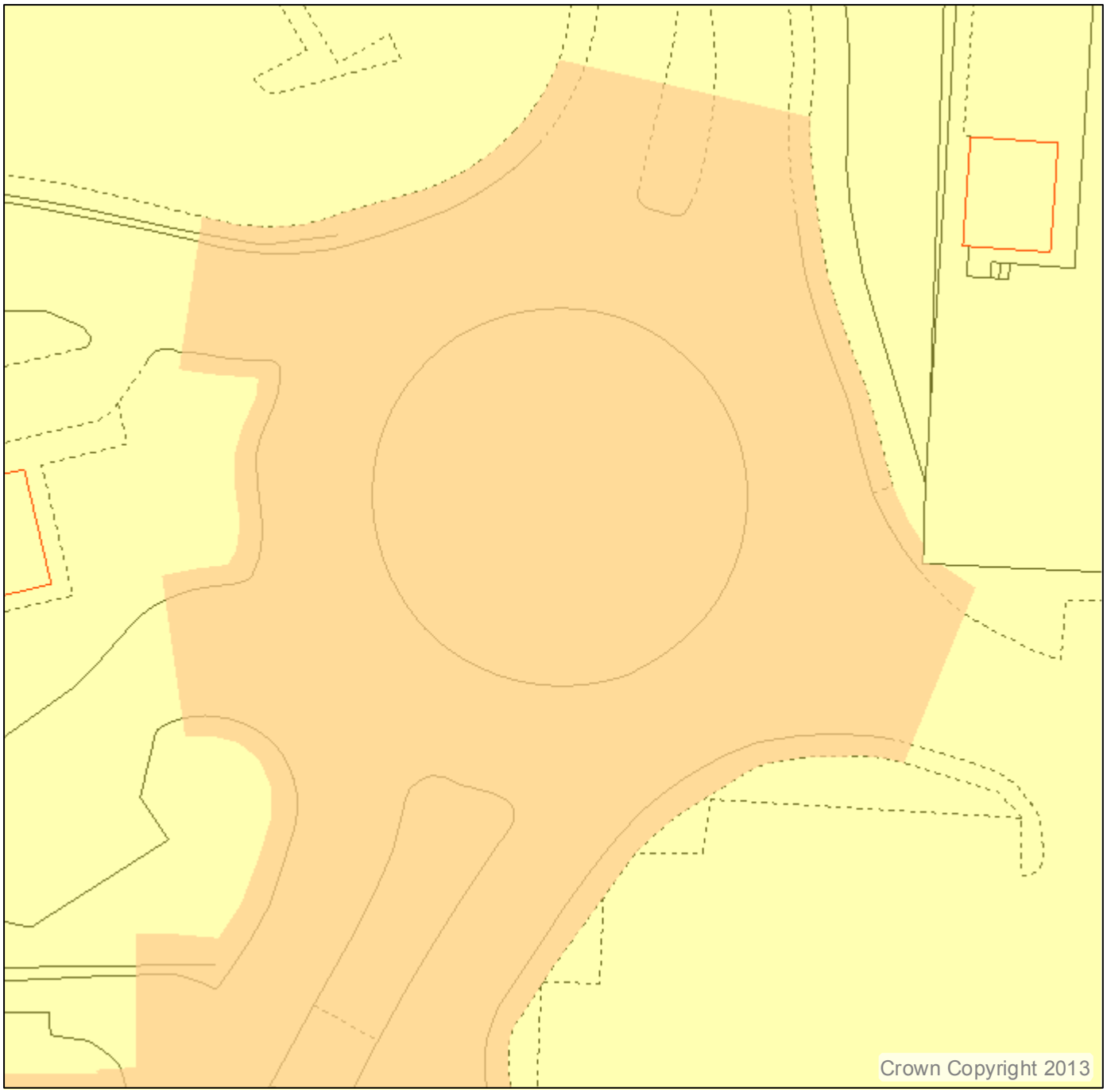
I refer to your consultation in respect of the above planning application and would provide the following comments.

Upon inspection of the plans, the majority of the proposed signs will be positioned internally of the site and not in positions that could obstruct the highway. I would ask that the applicant clarify the exact locations of the signs annotated G1, G2, GW/NE (x2), PB1, PB2 and Z3 at the Holmbush Centre Roundabout. They appear to be proposed in locations that are considered to be Public Highway. I attach a 1:500 Highway Boundary Plan for your information. WSCC would not support the provision of private signage on land considered to be public highway.

Using guidance produced by the Institute of Lighting Engineers it would be advised that any illuminated signage with an illuminated area over $10m^2$ be no brighter than 600 cd/m. Signage with illuminated areas smaller than $10m^2$ should be no brighter than 800cd/m. It would be asked that this be secured via a suitably worded condition.

Ian Hayward
Strategic Planning

Holmbush Centre Roundabout



Highway Boundary

west sussex county council

N
W E
S

Date: 20/05/2014

Author: Ian Hayward

Scale 1:500

0 2.5 5 10 15 20

Metres

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West Sussex County Council
100023447 (2012)

Map Notes