Development Management - Delegated Officer Report

Application Number: AWDM/0128/17 Recommendation – Approve

Site: **Tesco Holmbush Centre, Upper Shoreham Road, Shoreham-By-Sea**

Proposal: **Various non-illuminated fascia signs and 12 non-illuminated other signs in association with proposed hand car wash**

Date of site visit: 15 February 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site comprises part of the car park (105 square metres) at Tesco (Holmbush), located to the south of the main store building. A separate application has been submitted for a dedicated hand car wash and valeting centre in the car park (AWDM/0131/17) and this application seeks advertisement consent for the display of 12 signs on the freestanding screens to the wash area, together with a further 5 signs on the cabin. The signs are all non-illuminated.

The signs on the screens measure 1.8m by 2m and consist of various Tesco logos on a blue background, plus images of a washed car. Both sides of the screens will contain the signage.

The cabin signage includes a Welcome sign, opening hours and a service menu.

Relevant site history

Various

Consultations

None

Representations

None received

Relevant Planning Policies

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (March 2012)

Planning Assessment

Visual amenity

The site is located within the curtilage of a large retail superstore where there is a proliferation of signage, including within the car park, on the nearby Click and Collect facility and on the main store building. The proposed signs will add to the amount of signage but their visual impact will be localised and will not cause harm to the wider area outside of the site curtilage.

Public Safety

The proposed signs will not cause any risk to public safety.

Recommendation

APPROVE

Subject to 6 standard advertisement consent conditions and the following condition:

7. Approved Plans

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

Case Officer: Peter Barnett Date: 9 March 2017

Authorised by: Gary Peck Date: 9 March 2017