Development Management - Delegated Officer Report

Application Number: AWDM/1654/20 Recommendation – Approve

Site: 35 - 37 High Street, Shoreham-By-Sea

Proposal: Steel fabricated poster panels with low voltage LED lighting above and digital marketing screen with ultra high LED display within shopfront

Date of site visit: Visited previously

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a former bank which has permission to be converted to a betting shop, under permission reference AWDM/0379/20. This application seeks advertisement consent for illuminated signage and there is a separate application for a new shopfront (AWDM/1557/20).

The proposal seeks to display steel fabricated poster panels with low voltage LED lighting above and a digital marketing screen with ultra high LED display within the shopfront. They are all to be illuminated and left running 24 hours a day, 365 days a year.

The site lies within the Shoreham Conservation Area.

Relevant Planning History

AWDM/0379/20 - Change of use of ground floor from bank (Use Class A2) to betting shop (Sui Generis)

NOTICE/0021/19 - Application for permitted development for prior approval for change of use from offices (Use Class B1a) to 8no. residential units (Use Class C3) on first and second floors

Consultations

ADCAG: Members queried the use of ultra high LED display within shop front lest it created any distraction to passing drivers in the High Street.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15, 17
National Planning Policy Framework (February 2019)

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Amenity

The poster panels and LED display are considered to be acceptable. While they will be illuminated permanently, the level of illuminance is relatively low and, being behind the glass shopfront, will not cause a significant loss of amenity. Their impact on the Conservation Area is therefore considered to be acceptable.

Public Safety

The illuminance levels of the poster panels is 40cd/m2 while the LED display is 100cd/m2. These are low levels which are not likely to cause distraction to drivers or harm to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions

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

Case Officer: Peter Barnett Date: 8 December 2020

Authorised by: Gary Peck Date: 9 December 2020