Development Management – Delegated Officer Report

Application Number: AWDM/1222/23 Recommendation: GRANT ADVERTISEMENT CONSENT

Site: 2 Salt Marsh Road, Shoreham-by-Sea, West Sussex

Proposal: Siting of an externally illuminated totem sign

Date of Site Visit: 5 September

Neighbours Checked: Y - Site notice only but Residents Association made aware of proposals

Additional neighbour notification: N

Proposal, Site and Surroundings:

This application seeks advertisement consent for an externally illuminated totem sign close to the southernmost parking space - the parking spaces and turning area are situated in between the retail unit and Old Shoreham Road and there is a small landscaped area to the south beyond which is the main vehicular entrance to the wider Ropetackle North site.

The proposals comprise a 3 metre high totem sign externally illuminated from the top. It is 0.16 metre wide at its widest point.

The application site fronts the Ropetackle North site and has been vacant since the development was constructed. It is set back from Old Shoreham Road with intervening parking between it and the road.

Planning History:

Advertisement consent was previously granted in 2021 for signage for a previously proposed occupier (AWDM/2088/20) but was not implemented.

Permission to use the store for increase hours over those originally envisaged in the outline consent was granted in 2021 (AWDM/1801/21)

Consultations:

No comments received

Representations

No comments received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15

National Planning Policy Framework (July 2021)

Planning Assessment

Principle

The relevant issues are the effects on the amenities of neighbouring residential occupiers and the effect on the character and appearance of the area.

The application site is set back from the road and therefore it is considered appropriate that a sign is placed closer to the road alerting potential users of the store to its presence. The site frontage is open at the moment and therefore the sign will have some visual impact, but given permission has been allowed on appeal for a very large mixed use building on the vacant site to the south, its visual impact will be far more limited if and when that consent is implemented. The proposal is therefore considered to be acceptable.

Recommendation

APPROVE

Subject to Conditions:-

Standard Advert conditions

The totem sign hereby permitted shall not be illuminated outside the hours of 7.00 am and 10.00 pm on Mondays to Saturdays and between 10.00 am and 4.00 pm on Sundays and Bank and Public Holidays.

Reason: To protect the residential amenities of the area.

Is recommendation contrary to letter(s) of representation N

Case Officer: Gary Peck Date: 20 October 2023

Authorised by: James Appleton Date: 23/10/2023