Development Management - Delegated Officer Report

Application Number: **Recommendation – Approve**
AWDM/0812/14

Site: **Tesco Store, Holmbush Centre**

Proposal: **2 no. illuminated fascia signs**

Date of site visit: 17.7.14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an out of town superstore, just off the A27 and north of Southwick. It is adjacent to the open downland landscape of the South Downs National Park.

Permission is sought for signage on the main store for a concession within the superstore building. The full schedule of the signage is set out in the application submission.

Consultations
None

Representations
None

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1
National Planning Policy Framework (CLG 2012)

Assessment

Amenity

The new signage to the main store building is proportionate in its size and one of the adverts is positioned alongside other signage, so although it is for a concession it does not result in a proliferation of visual clutter and not obtrusive visually.

Highway Safety

The new signage is to the main store building and highway users would aware of where this is by the physical presence of the building, so the new signage would not distract.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard 5 adverts
2. Approved Plans

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

Case Officer: Matthew Porter Date: 24-7-2014

Authorised by: Gary Peck Date: 22 August 2014