# Development Control – Delegated Officer Report

**Application Number: AWDM/1808/20** **Recommendation – Grant consent**

**Site:** **225 Upper Shoreham Road, Shoreham-by-Sea, BN43 6BE**

**Proposal:** **Application for Advertisement Consent for 1no. externally illuminated fascia sign.**

**Date of site visit:**

**Neighbours checked:** Y

**Additional neighbour notifications**: N

**Site and Surroundings**

The application relates to a Tesco Express supermarket that now occupies a former public house. The building occupies a corner position, facing onto the Upper Shoreham Road to its north, and Eastern Avenue to its west. There are existing advertisements on the Tesco store.

The area is predominantly residential in nature, although there is a medical centre to the west.

**Proposal**

The application seeks advertisement consent for an externally illuminated fascia sign 3.05m wide x 545mm high x 125mm deep, to be positioned over the entrance to the Tesco express.

The illumination will be by way of a trough light positioned directly above the proposed fascia and will be 350 cd/m2

The fascia sign will be a replacement of existing individual lettering signage which currently occupies the same position as the proposal.

**Relevant Planning History:**
**AWDM/0565/12** Installation of non-illuminated and externally illuminated fascia signs, projecting sign and gantry sign **Granted Consent 26.06.2012**

**Consultations:** None

**Representations:** None received

**Relevant Planning Policies**

Adur Local Plan policy 15
National Planning Policy Framework (2019)
National Planning Practice Guidance

**Planning Assessment**

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

***Amenity and Public Safety Considerations***

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

***Amenity***

There are no letters of objection received, and it is considered that as the fascia replaces existing signage and is of a similar size, it will not cause harm to the appearance of the building or the street scene. The fascia sign will replace the existing individual lettering but it will be a modest size and will not obstruct the parapet detailing on the frontage. Trough lighting is proposed as existing.

Further some existing signage previously approved and positioned on the same elevation as the current application, is shown to be removed, thereby further contributing to the visual amenities of the property.

***Public Safety***

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement

in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The sign is set back from the road and thereby is not considered to hinder highway safety.

**Recommendation**

**APPROVE** subject to Standard Conditions 1-6:-

7. Approved plans
8. Illumination
9. Retain existing lettering

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

Case Officer: Eve Hearsey Date: 08.01.2021

Authorised by: Peter Barnett Date: 8 January 2021