# Development Management - Delegated Officer Report

**Application Number: AWDM/0559/21 Recommendation – APPROVE**

**Site: Next Holmbush Centre, Upper Shoreham Road, Shoreham**

**Proposal: Advertisement consent for display of 2 no. internally illuminated aluminium fascia signs to west elevation.**

**Date of site visit: No visit use of Google Map**

**Neighbours checked: Y**

**Additional neighbour notifications: N**

**Proposal, Site and Surroundings**

The application site is Next retail which is located at the Holmbush Centre. It is a building which is visible from the adjacent highways and roundabout. There is currently existing illuminated signage at the building and the main signage is to the property frontage at high level. Proposed here is secondary signage advertising a brand within the retail building. Two fascia signs are proposed both on the main property frontage on the west elevation. They are positioned 4.6 metres high with one at each end of the building. The signage is grey with internally illuminated text. The illuminated section is 2.99 metres wide and 0.6 metres high.

**Consultations**

**West Sussex County Council:** The **Highways Authority**: -

Site Background
The proposal is for the placement of 2 x illuminated fascia signs located on the outside of a commercial building. The application site is located on Holmbush Centre Roundabout a publicly maintained, unclassified road subject to a 30-mph speed limit.
Sign Placement
The signs are to be located outside the Public Highway. The nearest sign is to be located30+ metres from the highway and as such is not believed to hinder the operations of thehighway.
Sign Illumination
The applicant proposes that both the signs will be internally illuminated to 330 cdm2, with 3.1 sqm. of sign. This conforms to WSCC regulations.
Conclusion
The LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 109), and that there are no transport grounds to resist the proposal.

**Representations**

None received

**Relevant Planning Policies**

Adur Local Plan 2017 Policy 15
'Supplementary Planning Guidance' comprising: Development Management Standard No.2 'Extensions and Alterations to Dwellings''
National Planning Policy Framework (February 2019)
WSCC Guidance on Parking at New Developments (Sept 2020).

**Planning Assessment**

**Visual amenity and Residential Amenity**

The proposed signage is viewed in relation to the existing commercial retail building with existing illuminated signage which is appropriate to its use and context within the Holmbush Retail Centre. The proposed illuminated signage will be secondary to the main Next signage advertising a brand available within the store. It will not appear dominant when viewed from the surrounding area and is an acceptable level of signage and illumination taking into account the use and siting of the building. It will therefore not impact detrimentally upon the character and appearance of the surrounding area or impact upon any adjacent residential properties.

**Highway Safety**

The Highways Authority have no concerns relating to highway safety and therefore state there are no transport grounds to resist the proposal. The levels of illumination in terms of the existing and proposed levels are acceptable.

Advertisement consent can therefore be supported.

**Recommendation**

**APPROVE**

**Subject to Conditions:-**

1. Approved Plans
2. Standard advertisement conditions

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

1. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer: Hannah Barker Date: 5th May 2021

Authorised by: Peter Barnett Date: 6 May 2021