Development Management - Delegated Officer Report

Application Number: AWDM/0228/18 Recommendation – APPROVE

Site: Next Holmbush Centre, Upper Shoreham Road

Proposal: Advertisement Consent for internally illuminated signage for Paperchase and Virgin Holiday to each of south and west elevations.

Date of site visit: 10.04.18

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is Next Retail at the Holmbush Centre adjacent to the A27 in Shoreham-By-Sea. This building is in close proximity to the roundabout and clearly visible within the surrounding area. It contains the primary retailer Next and Next Home and Garden. Also retailing within the building is Starbucks Coffee, Paperchase and Virgin Holidays. Consent is sought here for illuminated signage on the south and west elevation to advertise Paperchase and Virgin Holidays which are recent additions to these premises. The Paperchase signage is already at the site and therefore retrospective consent is sought here.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policies 15 and Policy 17
National Planning Policy Framework (March 2012)

Planning Assessment

Principle

The proposal comprises additional signage at a commercial property at an out of town retail centre. Policy 15 of the Adur District Local Plan states that lighting incorporated into developments should provide the minimum for public safety, be energy efficient, designed to illuminate the target only and avoid light pollution. Express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

Impact on Character and Appearance of Locality

The current signage at the site is illuminated and suitable for such a location. The larger scale signage advertises the primary retailer here, Next and Next Home and Garden, clearly advertising what is provided at the premises. The current proposals add additional smaller scale signage which advertise the additional small scale retail provided at the site. The signage is to be illuminated which is suitable here as this is a larger scale retail development adjacent to road intersections. The repetition of signage on both elevations is acceptable here.

Residential amenity

The signage will not impact upon any local residents, the signage will not be visible from any residential properties adjacent to the site. This signage would not impact any more than the existing signage at the site. It is not unusual in this location to have such illuminated signage.

Public Safety

Despite being clearly visible from the adjacent highway the signage is not considered to create a danger or hazard to public safety in terms of a distraction to passing vehicular traffic.

Recommendation

APPROVE

Subject to Conditions:-

1. approved plans
1-5 Advertisement conditions

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

Case Officer: Hannah Barker Date: 1 May 2018

Authorised by: Peter Barnett Date: 1 May 2018