Development Management - Delegated Officer Report

Application Number: AWDM/0470/22 Recommendation – Approve

Site: Shoreham Lifeboat Station, Brighton Road, Shoreham-by-sea

Proposal: Update/replacement of existing information signage around the building. Installation of 1No. additional 1970 x 1170mm principal identifier sign at high level on East elevation and 2No. "In An Emergency" A1 signs, one on East Elevation and one on West elevation all non illuminated.

Date of site visit: 12 April 2022

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The Shoreham Lifeboat Station is located at Kingston Beach. It is proposed to replace some existing signage on the building and to add new signs. The proposals are:

- Display of 2 no. new red coloured “in an emergency” signs on the west elevation at ground floor level.
- Relocate a “Visit England” sign and display a replacement “in an emergency” tray sign on the north elevation
- Display an additional Lifeboats RNLI sign at high level, replace existing tray signs on the ground floor and display a new “in an emergency” sign, also at ground floor on the east elevation.

All of the signs are non illuminated.

Relevant Planning History

None

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (July 2021)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Amenity

The signage is not obtrusive and will not cause harm to the appearance of the building or the surrounding area.

Public safety

The signs will not result in a risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions and Approved Plans

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

Case Officer: Peter Barnett Date: 26 April 2022

Authorised by: Gary Peck Date: 26 April 2022