Development Management – Delegated Officer Report

Application Number: AWDM/1219/23 Recommendation: GRANT ADVERTISEMENT CONSENT

Site: 2 Salt Marsh Road, Shoreham-by-Sea, West Sussex

Proposal: Installation of externally illuminated fascia signs and eight window graphics

Date of Site Visit: 5 September

Neighbours Checked: Y - site notice only but Residents Association made aware of proposals

Additional neighbour notification: N

Proposal, Site and Surroundings:

This application seeks advertisement consent for externally illuminated fascia signs and eight window graphics on the vacant retail unit to the front of the Ropetackle North development which is intended to be occupied by Co-op.

The proposals comprise corporate fascia signs to the front and side elevations of the building and window graphics covering the lower part of the windows to the front elevation as well as one of the panels to the side. Some smaller signage including a parking notice is also shown indicatively on the site.

The application site fronts the Ropetackle North site and has been vacant since the development was constructed. It is set back from Old Shoreham Road with intervening parking between it and the road.

Planning History:

Advertisement consent was previously granted in 2021 for signage for a previously proposed occupier (AWDM/2088/20) but was not implemented.

Permission to use the store for increase hours over those originally envisaged in the outline consent was granted in 2021 (AWDM/1801/21)

Consultations:

No comments received

Representations

No comments received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15

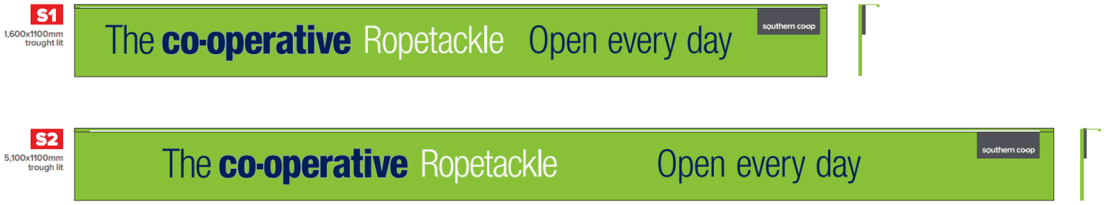
National Planning Policy Framework (July 2021)

Planning Assessment

Principle

The relevant issues are the effects on the amenities of neighbouring residential occupiers and the effect on the character and appearance of the area.

The application site was a component of the mixed use development envisaged on the wider site, but as yet none of the components have yet become operational. It is therefore to be welcomed that the occupation of the unit appears to be progressing and since the use of the site has already been established by previous permissions, it is not considered that the proposed signage, which appears typical for the proposed occupier will either adversely the effect the character of the area or the amenities of neighbouring properties. The lighting will be externally illuminated as shown below.



The proposal is therefore considered to be acceptable.

Recommendation

APPROVE

Subject to Conditions:-

Standard Advert conditions

The advertisements hereby permitted shall not be illuminated outside the hours of 7.00 am and 10.00 pm on Mondays to Saturdays and between 10.00 am and 4.00 pm on Sundays and Bank and Public Holidays.

{\b Reason}: {\i To protect the residential amenities of the area.}

Is recommendation contrary to letter(s) of representation N

Case Officer: Gary Peck Date: 20 October 2023

Authorised by: James Appleton Date: 25th October 2023