Expiry Date - 28/02/2012

Development Control – Delegated Officer Report

Application Number:
AWDM/0007/12

Recommendation – Approve Application

Site: **Tesco Holmbush Centre Upper Shoreham Road Shoreham-By-Sea West Sussex**

Proposal: **6 Virgin Holidays window vinyls applied externally to exit lobby**

The Application

The application seeks advertisement consent for 6 window vinyls to be applied externally to what was the exit lobby at Tesco Extra Store at the Holmbush Centre. This space is currently being used as a marketing area for Virgin Holidays. The vinyls will measure 2 metres in length and 0.48 metres in height. They will be coloured red and white with lettering and graphics.

Consultations and Representations

Third Parties: - 1 third party representation has been made objecting on the basis of the use of the exit lobby by Virgin Holidays. There is only one exit from the store to the car park and this will cause problems should the building need to be evacuated.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Planning Assessment

Policies

Policy AB17 states that 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 pubic safety. This accords with advice in PPG19.

Visual Amenity

The proposed vinyl signage is acceptable in this case. It is visually in keeping with this commercial area where there are various styles of signage within the car park area, on the building and surrounding areas within the shopping

centre. The signage is non illuminated and is not considered to be visually harmful in this setting.

Other Matters

The representation made relates to the use of the area as an exit for customers. This is not a consideration in the assessment of this advertisement consent application. The decision to remove the second exit to the store is not a planning matter.

Recommendation

APPROVE subject to:

Standard conditions 1-5

Case Officer Hannah Barker

Date 2nd February 2012

[redacted]