Development Management - Delegated Officer Report

Application Number: AWDM/1339/22 Recommendation – APPROVE

Site: Tesco Superstore, Holmbush Centre, Upper Shoreham Road, BN43 6TD

Proposal: Retrospective application for advertisement consent for 1 x 42" LCD media screen size 860mm (W) x 2160mm (H). Screen size 530mm (W) x 930mm (H); 3no. Flag Pole Signs 1250mm x 700mm x 2450mm (H).

Date of site visit: 02.11.2022 : Assessment has been assisted using the Applicants plans and photo; Earthlight mapping; and Google 3D of the site

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings:

The site relating to the signage is within the car parking area of Tesco Superstore, at the Holmbush Centre, in Shoreham. The Tesco car parking area is part of a larger car parking area, which includes Marks & Spencer Superstore.

The application relates to 6no. car parking bays, of which 4no. are still for parking but for electric vehicles, and 2no. are not for parking as they have the charging equipment on them.

The site is not in a conservation area and is not listed.

Proposal:

This application seeks advertisement consent for:-

- 1no. internally illuminated (250 cd/m^2) 42"LCD media screen (Electric Vehicle charging dock). Size 860 (W) x 2160 (H) x 197mm (D) – screen size 530mm (w) x 930mm(h);
- 3no. non-illuminated flag pole signs - 1250mm x 700mm x overall height 2450mm

NB: The plans state that the screen (media charger) will be switched off overnight i.e. 12.00am to 06.00am

Representations: None received

Relevant History: None

Consultations: None

Relevant Planning Policies and Guidance

Adur Local Plan 2017 Policy 1, 15
National Planning Policy Framework 2021

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

The advertisement consent application relates to adverts within an enclosure of an existing car park relating to the Tesco Superstore, and are adverts of information for shoppers, namely those who drive electric cars who can park in the specific spaces and recharge their vehicles at the same time.

The application states that the luminosity of the signs will be the maximum of 250 cd/m2. This level of luminosity conforms to the Institute of Lighting Engineers Technical Report number 5 for the location.

The signs are not considered to be out of character or appearance with the locality.

Other advert structures at the edge of the car park spaces, being the application site, include 3no. non-illuminated flag signs, which indicated to drivers the position of the electric charging and parking facility.

The signs are considered to be modest in size and will be seen against the backdrop of the larger car parking area, which has other notification/information adverts within it, and thereby, taken in context, the signs appear to be reasonable.

It is not considered that any visual harm will arise.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign. The signs will not harm public safety.

Recommendation

APPROVE

Subject to Conditions 1-6:-

7. Approved plans

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

Case Officer: Eve Hearsey Date: 08.11.2022

Authorised by: Peter Barnett Date: 8 November 2022