Development Control – Delegated Officer Report

Application Number: AWDM/1964/19 Recommendation – GRANT

Site: 378 Brighton Road, Shoreham-by-Sea, BN43 6RE

Proposal: Advertisement consent for 1no. internally illuminated hanging sign to south elevation at ground floor level.

Date of site visit:

No site visits can be made at this time due to Covid-19 social distancing restrictions. Assessment has been assisted using the Applicant plan photos; Earthlight mapping; and Google 3D of the site.

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the northern side of Brighton Road in Shoreham within a tight mix of shops and residential. The property in question is a two storey mid-terrace single ground floor commercial unit with accommodation in the roof. The upper floors are self-contained residential flats.

Proposal

The application seeks advertisement consent for an internally illuminated hanging sign. The sign will be 500mm x 500mm x 200mm in depth and will protrude from the wall by approx. 200mm.

The internally luminosity will be 600cd/m2 and the sign will be on 7 days a week (Sunday to Monday) from 0600 to 2300 hours.

Relevant Planning History:

AWDM/1361/16 Change of use from one A1 shop to 2 separate units. Unit 378 to house mortgage office (A2), Unit 380 (A1 or A2). Single storey rear extension, air condensing unit to rear and new shop fronts including associated works. (378 – 380 Brighton Road, Shoreham-by-Sea).
Approved Conditionally 17.10.2016

Consultations: None undertaken.

Representations: None received.

Relevant Planning Policies

Adur Local Plan 2017: Policies 15
National Planning Policy Framework (2019)
National Planning Practice Guidance
The Town & Country Planning (Control of Advertisements)(England) Regulations 2007 as amended

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety as laid down within the Advertisement Regulations.

Visual Amenity

The area comprises predominantly residential but does have some commercial within it and close by to it. The Shoreham Conservation Area is approximately 70m to the west.

The building is an existing commercial property with an implemented planning permission as a 'House Mortgage Office (A2), therefore it is not unreasonable to provide some form of advertisement for the commercial use, and this hanging sign is not overly large for the elevation.

The luminosity of the sign is 600cd/m2 which is suitable for low district brightness areas such as rural or small village locations, so it will be suitable for the location of the application.

The notation on the plans state that the sign will be on from 0600 to 2300, and an email confirms the number of days the sign will be switched on i.e. 7 days a week Mondays to Sundays. Even though there are residential properties in the area of the sign, it is considered that in view of the low luminosity level of the sign, these hours will be reasonable.

Public Safety

By view of the fact that the sign is set back from the main road and the base of the sign will be some 2.35m above the pavement, it is not considered that it will result in any safety implications.

The application is therefore considered to be acceptable.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

1. Approved without amendment.

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

Case Officer: Eve Hearsey Date: 27.04.2020

Authorised by: Peter Barnett Date: 27 April 2020