# Development Management - Delegated Officer Report

**Application Number: AWDM/2019/21 Recommendation – APPROVE**

**Site: 230 - 264 Brighton Road, Shoreham-By-Sea, West Sussex**

**Proposal: Advert consent for signage 'Shop day or night' sign to replace existing 'Entrance sign', Directional entrance sign, Internally illuminated aluminium sign case with stretched PVC face to replace existing letters and various other directional signage**

**Date of site visit: 20th December 2021**

**Neighbours checked: Y**

**Additional neighbour notifications: N**

**Proposal, Site and Surroundings**

The application site is an existing DIY superstore accessed from Brighton Road. There is a large carpark and existing signage is in place at the site on the building and within the carpark and site frontage.

Consent is sought for various signage including, illuminated fascia signage above the entrance, large signage on the building, signage identifying the trolly parks and entrance and exit. Following the site visit it appears that the proposed signage has already been replaced and is in situ. Much of which replaces existing signage in the same positions. Therefore retrospective consent is required.

**Representations**

None received

**Relevant Planning Policies**

Adur Local Plan 2017 Policy 15

**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 and Highway Safety.

The site is within a commercial area with many other businesses and retailers' signage and advertising visible within the street scene and surrounding area. The replacement signage is in situ and replaced very similar signage at the application site. Most of which represents rebranding. It is not considered that the signage is out of keeping in this case and the illumination is not

detrimental in this case in terms of highway safety and visual and residential amenity.

**Recommendation**

**APPROVE**

**Subject to Conditions:-**

Standard Advertisement Conditions

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

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer: Hannah Barker Date: 22nd December 2021

Authorised by: Peter Barnett Date: 22 December 2021