Development Management - Delegated Officer Report

Application Number: AWDM/1164/17 Recommendation – Approve

Site: 101 Eastern Avenue, Shoreham-By-Sea

Proposal: 1 no. non illuminated sign to north gable end wall

Date of site visit: 31 August 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the former Northbourne Medical Centre on the corner of Eastern Avenue and Upper Shoreham Road, opposite Buckingham Park. It has recently been extended and converted into a funeral parlour run by HD Tribe Ltd. The application is proposing to display a non-illuminated sign on the north gable end wall facing Upper Shoreham Road. The application has been amended from its original submission which was for a freestanding illuminated monolith sign. That sign was considered to be out of character with the area and was replaced with the current proposal.

The proposed sign consists of silver/grey letters on the brickwork of the gable wall which is to be painted black.

Relevant site history

AWDM/0948/16 - Screen walls to create new frontage to east elevation; increase in height of middle section of roof by 1.8m; glass canopy over existing entrance on east elevation; flat-roof canopy and 2m high wall to north and west elevation; air conditioning units; revisions to doors and fenestration to all elevations (all in connection with the use of the whole building as funeral directors permitted under AWDM//0428/16).

Consultations

None

Representations

Original Plans – Letter of objection received from the occupier of 2 Parkside:

- Overdevelopment in this area
- Tesco lighting and street lights already make this area too bright

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
Submission Adur Local Plan (2016) Policy 15
National Planning Policy Framework (March 2012)

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed sign is a considerable improvement on the original scheme and will be discreet with little impact on the visual amenities on the locality.

Public Safety

The proposed sign will not cause any harm to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Approved Plans
Standard Conditions

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

Case Officer: Peter Barnett Date: 20 September 2017

Authorised by: Gary Peck Date: 20 September 2017