Application Number: **Recommendation –** Approve
AWDM/1615/14

Site: 106-112 Brighton Road

Proposal: Two no. externally illuminated fascia signs and two no. non illuminated flag signs for Northgate Vehicle Hire

Date of site visit: 20.11.14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site relates to a purpose built industrial unit with warehouse/distribution centre with ancillary offices (B8/B1), situated between the railway and A259 Brighton Road. The surrounding area has an industrial character, despite a residential terrace to the immediate east of the site.

Permission has been recently granted for a vehicle hire and sales company. The proposal relates to a series of fascia and flag signs on the building and around the site.

Relevant site history
AWDM/1123/14 - Change of use to commercial vehicle hire and ancillary sales with associated servicing including vehicle wash.

Consultations (summarised)

None

Representations (summarised)
None

Relevant Planning Policies
Adur Local Plan (saved policies): AG1
National Planning Policy Framework
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Principle

Advertisements in this location are acceptable in principle.

Amenity

The fascia signage to the building is not disproportionate with it. There is similar signage elsewhere along the road.

The flag pole adverts would be prominent. However their number is limited to two (amended from four as originally proposed) which avoids a cluttered appearance to the setting of the site.

Highway safety

The flag pole adverts would be readily noticeable from long views along the road enabling motorists to slow down in preparation for entering the site, to the benefit of highway safety.

The flag pole adverts are slender and set high enough from the ground as to avoid obstructing visibility splays for those exiting the site.

The fascias would be viewed against the backdrop of the building and pose no highway safety issues.

Recommendation

APPROVE

Subject to Conditions:-

Standard 1 -5
6. Approved Plans

Is recommendation contrary to letter(s) of representation?

Case Officer: Matthew Porter Date: 10-12-2014

Authorised by: Peter Barnett Date: 15 December 2014