Development Management - Delegated Officer Report

Application Number: AWDM/0820/14 Recommendation – Approve

Site: 47 Dolphin Road, Shoreham-By-Sea
West Sussex, BN43 6PB

Proposal: Advertisement consent for two free-standing pole signs and one totem sign on frontage. Two high level fascia signs to south elevation.

Date of site visit: 1 July 2014

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an industrial building on the Dolphin Industrial Estate. It is set back from the road and has a large covered forecourt at the west end of the front of the building.

The application is proposing new signage as follows:

- 2no. post signs on either side of the site entrance, 3m high overall. The signboard will display “Goods In” and “Reception” and measure 1.7m high and 1.3m wide.
- 2 no. high level fascia signs on the south (front) elevation comprising a non-illuminated VW Heritage sign 12m wide and 1.785m high, 7.3m above the ground and an internally illuminated Meyle Products sign 3.6m wide and 1.4m high, at the same height above the ground.
- A freestanding totem sign 2.7m high on the southern site boundary adjacent to the easternmost access and will contain the VW Beetle motif and “Reception” wording

Relevant site history

None

Consultations

None

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17

Assessment of Saved Policies (ADC 2013)
National Planning Policy Framework (CLG 2012)
Planning Practice Guidance (CLG 2014)

Planning Assessment

Visual amenity

The signs are not considered to be visually harmful in this industrial setting. The high level fascia signs will be relatively prominent but only the smaller of the two signs will be illuminated and it is not considered that they will cause harm to the visual amenity of the area.

Highway safety

The signs will not cause harm to highway safety. The applicant has confirmed that the freestanding signs adjacent to the entrance will be positioned to ensure there is no obstruction to visibility splays.

Recommendation

APPROVE

Subject to Conditions:-

1-5 Standard advert conditions
6. Approved plans

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

Case Officer: Peter Barnett Date: 11 August 2014

Authorised by: Gary Peck Date: 14 August 2014