Development Management – Delegated Officer Report

Application Number: AWDM/1020/17 Recommendation – Approval

Site: Petrol Station, Holmbush Centre, Upper Shoreham Road

Proposal: 4 no. self adhesive vinyl stickers to jet wash screen

Date of site visit: 22.08.17

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application relates to the provision of advertisements on a jet wash screen within a car washing area within the existing Tesco petrol station area at the Holmbush Retail Centre. The screen is adjacent to the car cleaning area. It is proposed that 4 no. self adhesive vinyl stickers are to be attached to the screen. The stickers will advertise the jet wash facility, its opening hours and cost. The 4 stickers are to be applied to 4 screen panels. The size of the screen as a whole is 7.2 metres wide and 1.8 metres high. The signage is non illuminated.

Consultations: None undertaken.

Representations: None

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AH7
Submission Adur Local Plan 2016: P2, P15
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the proposed advertisements which would be considered in accordance with public safety and amenity grounds.

Public Safety

The signage is non illuminated and viewed within the context of the existing petrol station. The vinyl stickers would not result in a distraction to pedestrians or highway users. All of the signs proposed will thereby not result in a public safety issue.

Amenity

The signage is within the Petrol Station area and is therefore seen within the context of the existing signage at this site, both illuminated and non illuminated. The signage is considered necessary to advertise the jet wash facility available at the petrol station. There are no residential properties to be impacted in this case, there would be no issues relating to visual amenity. The signage is considered acceptable.

Recommendation: Approval

APPROVE

1-6 Standard Advertisement conditions

7. Approved plans

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

Case Officer: Hannah Barker Date: 18th September 2017

Authorised by: Jo Morin Date: 19.09.2017