Development Management - Delegated Officer Report

Application Number: AWDM/0920/13 Recommendation – Approve

Site: **Unit 3-4 Malthouse Trading Estate, Brighton Road Shoreham-By-Sea, West Sussex, BN43 6RJ**

Proposal: **New signage to front and side elevations and front boundary wall (retrospective)**

Date of site visit: 8 October 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an industrial warehouse on the north side of Brighton Road to the east of Shoreham. It is proposed to display non illuminated signage as follows:

3 signs measuring 6m by 1.5m to be positioned on the south, east and west elevations at a maximum height approximately 4.8m above the ground level, and a smaller sign measuring 3m by 0.75m to be positioned on the front wall at the entrance to the site.

The signs will display the name “Howdens Joinery Co” with black and red graphics on a white background.

Since the site visit, the signs have been installed.

Relevant site history

None relevant

Consultations

None

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
Assessment of Saved Policies against the NPPF (ADC 2013)
National Planning Policy Framework (CLG 2012)

Planning Assessment

Visual amenity

The signs are typical of the type of signage which is present elsewhere along Brighton Road, such as at Travis Perkins. Within this industrial street scene the signs do not cause harm to the visual amenities of the area.

Highway Safety

The signs are non-illuminated and do not cause harm to highway safety.

Recommendation

APPROVE subject to

Standard conditions plus

1. Approved plans

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

Case Officer: Peter Barnett Date: 24 October 2013

Authorised by: Gary Peck Date: 25 October 2013