Development Management - Delegated Officer Report

Application Number: AWDM/0671/19 Recommendation – Approve

Site: 79 - 81 Brighton Road, Shoreham-By-Sea

Proposal: Entrance and high level illuminated fascia signs to North (front) elevation and illuminated backlit entrance frame; 1no. illuminated fascia sign to South (rear) elevation

Date of site visit: 7 May 2019

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application seeks advertisement consent for several signs on the new building currently under construction. A separate application for the change of use of part of the ground floor to gym is under consideration (AWDM/0670/19).

The proposed signage comprises the following;

1. Fascia sign to front elevation located on ground floor wall in undercroft. It will consist of a grey panel with fret cut Anytime Fitness lettering and logo (running man), illuminated via LEDs.
2. Fascia sign to first floor consisting of aluminium letters attached to a rail and illuminated internally
3. Entrance door frame on front elevation to be internally illuminated purple acrylic
4. Fascia sign to the rear to be similar to front fascia

Relevant Planning History

AWDM/0501/12 - Demolition of existing warehouse to facilitate new mixed-use development of 132 dwellings (Use Class C3) (comprising 32 x 1-bed flats, 87 x 2-bed flats and 13 x 3-bed flats of which 27% are affordable units), a 1265sqm foodstore (Use Class A1) and 121sqm of ancillary commercial floorspace (Use Classes A1, A2, A3, A5 and B1) in a 5-7 storey building with 150 parking spaces plus cycle spaces at basement level and at the front of the site, new vehicular access to serve the foodstore from Brighton Road, access to residential units via Surry Hard, improvements to the existing river wall, public hard and boathouse and new landscaping.

Consultations

None

Representations

1 letter of objection received from the occupier of 68 New Road:

- Signage will be opposite residential properties in a Conservation Area
- Not appropriate to have illuminated signs and entrance frame
- Out of keeping
- Additional light pollution
- Properties opposite are not permitted to have external lighting

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (February 2019)

Planning Assessment

Amenity

The site is in a mixed residential and commercial area where there are signs visible. The applicant's agent has confirmed that, with regard to the brightness of the proposed fascia signs (front and rear) and means of deflecting light spillage, the letters would be face illuminated with aluminium returns, therefore the light will direct forward. i.e. the returns will not illuminate so no light will be directed towards the flats above. The lumens are 200 candelas per m2 which is considered to be acceptable. The entrance door signage and illuminated entrance frame will be set back beneath the undercroft, as will the sign on the rear elevation and they are not considered to be unduly intrusive.

The proposal is not considered to be harmful to the setting of the Conservation Area to the north and west.

Public safety

The proposed signs are set back from the road and are not considered to result in any risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans

Case Officer: Peter Barnett Date: 17 July 2019

Authorised by: Gary Peck Date: 17 July 2019