Development Management - Delegated Officer Report

Application Number: AWDM/0101/16 Recommendation – Approve

Site: Ocean View Business Park, Gardner Road, Southwick

Proposal: Internally illuminated totem style advertising sign and externally illuminated fascia signs

Date of site visit: 26 February 2016

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

This application relates to the site of the Ocean View Business Park (formerly Nynex House). A separate application for the use of the site by Hertz is under consideration (AWDM/0101/16).

This application seeks consent for an internally illuminated totem sign on the frontage and two externally illuminated fascia signs to be displayed on the south and east elevations of the reception cabin.

The totem will measure 3m high and will consist of the word 'Hertz' in black writing on a yellow background. The totem will be 2.4m high and the fascia sign will measure 0.65m high by 1.55m wide. It will be sited adjacent to the boundary fence at the entrance to the site. It has been amended to have its height reduced by 0.6m.

The cabin signs will measure 3m wide and 0.4m high and will have the same colouring as the totem sign, although either end of the fascia will be white. It will be illuminated from above by troughlight. The application has been amended to restrict illumination to the south elevation of the cabin only.

Relevant site history

Numerous.

Consultations

None

Representations

None received

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

National Planning Policy Framework (March 2012)

Planning Assessment

Visual amenity

The site lies in a residential area primarily where there is no other signage visible. The proposed totem sign in particular will be a prominent feature at the site entrance. However, its height has been reduced from the original submission and it will now project just above the top of the fence to a similar height as existing lamp columns in the car park. It will be illuminated, which will add to its prominence, but the applicant has agreed to restrict illumination to the hours of business only, i.e. no illumination after 6pm weekdays or 1pm on Saturdays. With this compromise, the reduced height and the presence of the existing lamp columns, it is not considered that the visual impact of the totem sign will be sufficiently harmful to warrant refusal.

The cabin fascia signs are considered to be relatively modest and illumination will be limited to just one of the signs, during business hours only. On this basis they are also considered to be acceptable.

Public Safety

The proposed signs will not cause any risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Permission relates to approved plans
2. Shall only be illuminated during business hours

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

Case Officer: Peter Barnett Date: 13 April 2016

Authorised by: Gary Peck Date: 13 April 2016