Development Management - Delegated Officer Report

Application Number: AWDM/1084/23 Recommendation – Approve

Site: Unit 7, Malthouse Trading Estate, Brighton Road, Shoreham-by-Sea, BN43 6RJ

Proposal: Advertisement Consent for 4no. internally illuminated fascia signs, 5no. non-illuminated fascia signs, 5no. Non-illuminated aluminium poster frames.

Date of site visit: Previously visited site and neighbouring site for adverts

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application seeks advertisement consent for several signs on the warehouse type building relating to City Plumbing Supplies, located on the north side to the A259 Brighton Road in Shoreham.

The site is not within a Conservation Area, nor is it a Listed Building.

The proposed signage comprises the following a total of 11no. signs:

1. Signs no's 1, 2, 3, 4, 5, 6, & 10 all to be on the west elevation;

2. Signs no's 7 (x2), 8 & 9 to be on the south elevation, (2 x no.7 which faces into car parking area, and signs no.'s 8 & 9 facing onto A259 Brighton Road), & 1no. facing into the site.)

- Sign no. 1 – 1no. Internally illuminated flexi face 'identity' sign measuring 5m wide x 2.5m high. Located at first floor level to the south section of the west elevation;

- Sign no. 2 – 1 no. Internally illuminated flex face 'identity' sign measuring 3.5m wide x 2.5m high. Located at first floor level above the ground floor entrance to the store;

- Sign no. 3 – 1no. Applied vinyl graphics 'opening hours' sign to outside of glass measuring 420mm wide x 600mm high. Located on the ground floor on the glazed side panel next to the entrance door to the store;

- Sign no. 4 – 1no. 'Welcome' aluminium sign measuring 2m wide x 300mm high. Located at first floor, above the entrance door to the store;

- Sign no. 5 – 1no. small aluminium sign measuring 200mm wide x 150mm high. Located on the horizontal bar of the glazed side panel next to the entrance door to the store;

- Sign no. 6 – 1no. 'Goods Inwards' aluminium sign measuring 700mm wide x 500mm high. Located at first floor above the entrance for goods and stock;

- Sign no. 7 – 2no. 'Customer Parking' aluminium signs measuring 700mm wide x 500mm high. Located at ground floor on the south facing wall next to the car parking area;

- Sign no. 8 – 1no. Internally illuminated flex face 'identity' sign 5m wide x 2.5m high. Located at first floor height on south elevation, facing the A259 Brighton Road;

- Sign no. 9 – 1no. Internally illuminated flex face 'identity' sign measuring 3.5m wide x 2.5m height. Located at first floor height on the south elevation, facing the A259 Brighton Road; &

- Sign no. 10 – Comprising 5no. A0 aluminium poster frames (lockable), measuring 841mm wide x 1.189m high. Located at ground floor height on the west elevation between the entrance door and the goods door

Relevant Planning History: None

Consultations: None

Representations: None

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

Planning Assessment

Amenity

The site is predominantly commercial area, and directly abuts the main A259 Brighton Road, leading to Worthing and Brighton. The majority of the signs will be located within the car parking/main entrance area, i.e. not facing out onto the street. 2no. large signs will be on the south elevation at first floor height, directly facing onto the A259. Also 2no. large signs which are located on the west elevation, are positioned at first floor and close to the south corner, thus making them visible to the A259 and to passing traffic.

The majority of the signs will be non-illuminated, but again, the 4no. signs that are positioned to be viewed from a distance from the A259, are to be

internally illuminated. Each of the internally illuminated signs will be 300 cd/m^2 which is considered to be an acceptable illumination within this commercial area.

Public safety

The proposed signs are facing the very busy A259 Worthing to Brighton roads and the building is within an industrial area with warehouses, and many of the buildings have advertisements on the buildings and surrounding area, although only a few have illuminated signs. Nevertheless, the signs are not considered to result in any risk to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans
8. No illumination outside of opening hours
9. The signs shall not display any moving, or apparently moving images.

Case Officer: Eve Hearsey Date: 03.10.2023

Authorised by: Peter Barnett Date: 3 October 2023