Expiry Date - 03/10/2023

Development Control – Delegated Officer Report

Application Number: AWDM/1114/23 Recommendation – APPROVE

Site: Former 26 Dolphin Road Shoreham-by-sea West Sussex

Proposal: Retrospective application for the installation of 1 no. non-illuminated totem sign on corner of Dolphin Road and Dolphin Way.

Date of site visit: 01/09/2023

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is on the corner of Dolphin Road and Dolphin Way to the south of the Dolphin Industrial Estate in Shoreham-By-Sea. The proposal is retrospective for the installation of a double-sided non-illuminated totem sign which measures 5.5m high, 1.22m wide and 0.24m deep. The sign provides information as to the location of the businesses occupying Dolphin Way. The sign has been erected to the south-east corner of the car park fronting former 26 Dolphin Road and has a soft landscaping surround. According to the application form, the totem sign was erected on 14/07/23. The sign appears to have been implemented in accordance with the submitted details. Consent for the advertisement is sought until 14/07/2028.

The application appears to be a revised scheme of the permission granted under AWDM/1399/21, the only difference is the location (previously proposed to be fronting unit B2 to the south-west of that respective car park) and the double-sided nature of the scheme the subject to this application.

Representations: None received.

Consultations: None undertaken.

Relevant Planning History:

Planning permission granted for the installation of 1 no. non-illuminated totem sign to replace existing on corner of Dolphin Road and Dolphin Way under AWDM/1399/21, decision issued 13 Sep 2021.

Relevant Planning Policies

Expiry Date - 03/10/2023

Adur Local Plan 2017 Policy 1, 15
National Planning Policy Framework (July 2021)

Planning Assessment

Principle

Policy 15 of the Adur Local Plan states that 'express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.'

Visual amenity

Such was the case with the proposal under AWDM/1399/21, the totem sign is large and conspicuous but is not considered to be out of keeping with the industrial estate; it serves its purpose and gives clear information to visitors as to the location of the businesses along Dolphin Way. Alike with the siting of the previous application, this is found to be a suitable location and would not give rise to highway safety concern. The sign is not illuminated and appears to reflect the size and design of the existing totem sign found further along Dolphin Road to the east at the junction with Evershed Way. There are no visual amenity grounds to resist the proposal.

Residential amenity

The closest residential properties are to the west along Dolphin Road and those at the junction with Corbyn Crescent. Views of the sign would be extremely limited and would not result in a materially harmful impact. No overbearing impact or light pollution will occur. The proposal is considered acceptable on residential amenity grounds.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans

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

1. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently

determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer: Jason Albon Date: 02/10/2023

Authorised by: Peter Barnett Date: 2 October 2023