Expiry Date - 13/11/2014

Development Control – Delegated Officer Report

Application Number: AWDM/1299/14 Recommendation – APPROVE

Site: 44 Dolphin Road Shoreham-By-Sea West Sussex BN43 6PB

Proposal: 1no internally illuminated fascia sign to front (south) elevation

Date of site visit: 23/09/14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an existing single storey industrial building occupied by a vehicle servicing and repairs garage on the northern side of a road serving an employment area and lying north of the east west rail line. The surrounding area is predominantly commercial and industrial in its character. There are dwellings further afield to the north and south of the rail line.

Permission is sought for an internally illuminated fascia sign on the south elevation of the building and measuring 1629mm deep x 1020mm wide 250mm thick. The sign will be aluminium with acrylic lettering 800mm high and the luminescence will be 300 cd/m.

Consultations

None

Representations

None

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies):
AG1, AB17
Assessment of Saved Policies (ADC 2013)
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

Upgrading of adverts on this building is acceptable in principle.

Amenity

The site already exhibits a large fascia sign associated with the vehicle repair activity and this latest advertisement would not add substantially to this – so visual clutter would be avoided.

When set against the backdrop of the industrial area with its array of signage and given the small scale of the proposed sign and its medium level of luminosity, it would not be harmful to visual amenity, and given the absence of nearby dwellings would not harm living conditions of any residential occupiers.

Recommendation

APPROVE

Subject to Conditions:

1. Standard 1-6

7. Approved plans Location plan and drawing numbers FC0798, FC0798 Existing, FC0798 Planning and 1020 Section received 18/09/14.

Informative

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.

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

Case Officer: L Simmons Date: 24-10-2014

Authorised by: J Morin Date: 28.10.2014

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