Development Management - Delegated Officer Report

Application Number: AWDM/0070/18 Recommendation – Approve

Site: **Ocean View Business Park, Gardner Road Southwick**

Proposal: **Retrospective application for various internally illuminated and non illuminated fascia signs**

Date of site visit:

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Ocean View Business Park which is currently occupied by Sinnis Ltd for a motorcycle assembly and distribution business with MOT testing. The ancillary workshop and showroom at the front of the building is used to sell motorbikes and parts under the name of “On the Wheel Superstore.” The showroom and sales element is supposed to be ancillary to the main motorcycle assembly business.

Retrospective consent is sought for 12 signs which are displayed on the front and side of the building. These comprise:

“Sinnis Motorcycles” with the word Sinnis in individual lettering high up on the east side of the building, towards the rear – non illuminated

“On the Wheel Superstore” in painted white lettering on the black wall on the east side of the building, below the first floor windows – non illuminated

Various signage along the front (south) elevation comprising fascia signs displaying the names Peugeot Scooters, Suzuki, KTM, On the Wheel Superstore, Sinnis Motorcycles, Motorcycle Parts Warehouse, On the Wheel Motorcycles above the ground floor windows as well as Sinnis House and Ocean View Business Park on the central glazed projection at first floor level.

Four of the signs are internally illuminated (KTM, Suzuki x 2 and On the Wheel Superstore).

Relevant site history

AWDM/1673/15 – Part change of use from mixed Use Classes B1 (business) and B8 (storage or distribution) to mixed Use Classes B1 and B8 in addition to part internal change of use to MOT testing of applicants' own motorcycles (formerly Nynex House).

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (March 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Principle

Consideration of advertisements is limited to the issues of amenity and public safety only.

Visual amenity

The building is large and is located on a stand alone site with a large car park to the east. The surrounding area is predominantly residential in character and the building does appear as a dominant and incongruous feature in the area. While there is a large amount of signage on the front of the building, it does not appear unduly cluttered due to the width and scale of the building. The signs on the east side, particularly the “On the Wheel Superstore” sign, are relatively large and high up on the building but they do not appear unduly obtrusive and are considered to be appropriate for the scale of the building and its setting.

Public safety

The signs are not considered to result in any harm or risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. Illumination during working hours only

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

Case Officer: Peter Barnett Date: 2 March 2018

Authorised by: Gary Peck Date: 2 March 2018