**Development Management - Delegated Officer Report**

**Application Number:** **AWDM/1342/12**

**Recommendation –** Approve

**Site:** Adur Garage, Brighton Road,Shoreham by Sea

**Proposal:** Display of various illuminated and non-illuminated replacement advertisements including 5.1 metre high internally illuminated totem sign.

**Date of site visit:** 13 November 2012

**Neighbours checked: Y**

**Additional neighbour notifications: N**

**Proposal, Site and Surroundings**

The site relates to a petrol filling station and shop with associated car wash. The site is located on the south side of Brighton Road to the south of the roundabout on the corner of the junction with The Saltings. The character of the area is mixed with predominantly residential uses to the south, a vacant public house to the west, open space to the north east and Shoreham airport further to the north.

Consent is sought for the display of various illuminated and non illuminated signs within the petrol filling station forecourt, and on the canopy and shopfront fascias, many of which replace the former operators signage. Since making the application, the signs have been installed.

The totem sign is located on the north side of the site, next to a vehicular access to the site. The totem sign measures 5.1 metres in height by 1.3 metres in width and 0.4 metres in depth. The logo is halo illuminated and with internal illumination to the pricing displays and other advertisements display panels within the totem.

The canopy signage includes the operators' corporate colours surrounding the fascia with a red illuminated strip which also illuminates the yellow surface and internally illuminated Shell logo.

Two fascia signs are included for the shopfront with a yellow background fascia and individual 'Shell Select' internally illuminated lettering and with a separated taupe box fascia with stainless steel sides fitted to the yellow background with individual 'deli2go' lettering internally illumination to the face and with halo illumination to the rear. Two non illuminated poster signs are also included on the front elevation of the shop measuring approximately 1 metre in width by 1.3 metres in height fixed at 0.5 metres from ground level.

Various non-illuminated advertisements are displayed in the refuelling areas, and directional or information signs around the forecourt, and non illuminated fascia signage is proposed for the car wash and jet wash.

There are other advertisements, for example a large coffee cup at the site entrance, that have not been included in this application and will be the subject of an enforcement investigation.

**Relevant site history**
SU/50/96 – permission granted for the Petrol filling station and shop, A3 use and car wash and jet wash.

SU/109/02/TP – relaxation of condition 3c of SU/50/96 to enable opening of petrol filling station at 6am to 11pm

**Consultations**
West Sussex County Council – The Highway Authority have commented that all signs are situated away from the public highway and do not overhang it and that no signs exceed the recommended luminance level and it is envisaged that none of the signs will cause a distraction to motorists or obstruct a visibility splay.

**Representations**
None received

**Relevant Planning Policies**
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
South East Plan (GOSE 2009): CC1, CC6, BE1
National Planning Policy Framework (CLG 2012)

**Planning Assessment**

The determining issues relate to highway safety and impact on visual amenity.

The size, number and positioning of the advertisements appears appropriate in the context of the petrol filling station and would be similar to the former operators advertising. The advertisements do not result in any significant harm to the visual amenities of the site or surrounding area.

The Highway Authority have not identified any highway safety issues and it is considered that the level of illumination proposed is acceptable.

**Recommendation**

**APPROVE**
**Subject to Conditions:-**

1. Standard advertisement conditions 1-5
2. Permission relates to approved plans:
   Unnumbered plans and particulars deposited 29 October 2012
   Drawing No. 1355-01 Rev B deposited 11 December 2012
   Drawing No. 1355-02 deposited 29 October 2012

Drawing No. 1355-03 Rev B deposited 11 December 2012
Drawing No. 1355-04 Rev B deposited 11 December 2012

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: Rebekah Smith Date: 20 December 2012

Authorised by: Peter Barnett Date: 21 December 2012