expires 30/10

Development Control – Delegated Officer Report

Application Number: ADC/0438/08 **Recommendation - Application Permitted**

Site: **Frosts Of Shoreham 69 - 75 Brighton Road Shoreham-by-Sea West Sussex**

Proposal: **Replacement and additional signage (including internally-illuminated signs)**

The Application

The site consists of land and buildings on the south side of Brighton Road which are used for the display and sale of cars. It is proposed to replace the existing signage with new signage comprising:

- 7no. internally illuminated fascia signs on the eastern building and 1 no. internally illuminated fascia signs on the western building
- 3 no. non illuminated freestanding entrance panels (2 at the eastern building, 1 at the western building) measuring 0.6m wide and 2.1m high
- 1 no. freestanding internally illuminated totem sign at the western building measuring 1.3m wide and 5.4m high.

The signs contain the Frosts, Saab or Chevrolet logo plus opening hours. Illumination is by means of internal fluorescent/neon tubes.

Consultations and Representations

Consultations/Comments

West Sussex County Council – The County Transport Planning Officer has no objection to the application

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC1, DEV1
Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AG1, AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

Policy AB17 of the Local Plan refers specifically to advertisements and states that consent will only be granted where the advertisements respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety. This is consistent with advice in PPG19.

Visual amenity and character

The site is located on a busy road within a commercial area where there is already a large amount of signage. The proposal will be replacing existing signage and will actually reduce the number of signs on the forecourt, particularly as the numerous existing flagpoles are to be removed.

The proposal will be introducing greater illumination to the signs where there was only limited illumination previously and there is some concern that this could be excessive and lead to harm to visual amenity. However, the applicants have agreed to reduce the extent of illumination so that only parts of the signs are illuminated. This is considered to be acceptable in this location.

It is considered that the proposal is appropriate for its setting and will respect the character and appearance of the area.

Public Safety

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

Recommendation

APPROVE

Subject to : Standard Conditions 1-5

6. C2Aii (amended) shall not exceed 400 candela per square metre and shall...

7. C2D (amended) Add at end, "including all existing flagpoles and banner advertisements"

8. The blank light blue panels immediately adjacent to the logos on fascia signs B, E and J and below the logos on the totem sign M shall not be illuminated at any time.
Reason – In the interests of visual amenity

Case Officer.....P. Barnett..... Date..24/10/08

24/10