Development Management - Delegated Officer Report

Application Number: AWDM/0929/14 Recommendation – Approve

Site: Brighton & Hove Albion Training Ground, 60 Mash Barn Lane, Lancing, West Sussex, BN15 9FP

Proposal: Advertisement consent for new signage comprising fascia sign to north elevation, fascia sign to east elevation of indoor pitch building, pole sign adjacent to entrance road, totem sign on northern boundary at main entrance and four flagpole signs on front (north) of building (all non-illuminated apart from the main fascia and totem signs).

Date of site visit: 29 July 2014

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the recently-completed training ground for Brighton and Hove FC. The facility is now known as the American Express Elite Football Performance Centre and the application seeks consent to display various signage to include this new name.

The proposal comprises:

- 1 no. fascia sign to the north elevation of the main building to contain the facility's name. It will be 8m above the ground and will measure 29m wide and 0.81m high. The letters will be individually cut metal and will be halo illuminated. A symbol will also be displayed which reflects the shape of the building itself. The sign and symbol will be coloured blue.

- 1no. sign to the east side of the indoor pitch building. This will identify the name of the facility, with the symbol. It will be 6.5m above the ground and will measure 17.55m wide and 2.5m high. The sign and symbol will be coloured blue It will not be illuminated.

- 1 no. sign at the training ground entrance. It will be on posts and positioned at the west end of Mash Barn Lane on a grass verge as one approaches the site. It will be a 'welcome' sign containing the facility name, symbol and club seagull logo. It will be on posts to a maximum height of 2.8m high and will be 5m wide. It will have white writing on a blue background and will not be illuminated.

- 1 no. totem sign with digital display which has already been erected adjacent to the entrance booth. It is 2.8m high and 0.9m wide.

- 4 no. flag pole signs at the edge of the car park in front of the main building. They will be blue coloured flags attached to 5m high columns. Each flag will measure 0.75m wide by 2.4m high. They will also contain the name of the facility and the seagull logo.

Relevant site history

AWDM/0205/12 – Construction of a training ground and football academy for Brighton and Hove Albion Football Club with access from Mash Barn Lane, comprising 11 outdoor pitches (2 of which are floodlit), external training grids, a Y-shaped 2 storey building to house changing rooms, associated offices, medical facilities, gym, catering and leisure facilities, a grounds maintenance building, security lodge, half-sized indoor training pitch and small sub-station/boiler house/refuse and recycling structure, plus 303 car parking spaces, 25-30 cycle spaces, coach parking, on-site access roads, security fencing and landscaping around the site.

Consultations

Lancing Parish Council: No objections

Representations

None received

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 Practice Guidance (CLG 2014)

Planning Assessment

Visual amenity

The signs on the main building and the indoor pitch building are not considered to cause any harm to the visual amenities of the area. While large, they are proportionate to the buildings on which they are to be sited. The halo illumination to the main building sign will not be unduly intrusive in the context of other lighting in and around the facility.

The main entrance sign is also large but it is to be sited at the end of the approach road which is used only by people wishing to access the facility. While visible from the west end of Mash Barn Lane it will be distant and will be seen against the backdrop of the perimeter fence and building behind. It is not considered to cause visual harm.

The flagpoles and totem signs are within the site itself and are not considered to be intrusive or harmful to the visual amenities of the locality.

Highway Safety

None of the signs are considered to be positioned so as to cause harm to highway safety.

Recommendation

APPROVE

Subject to Conditions:-

1-6 Standard
7 Approved plans

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

Case Officer: Peter Barnett Date: 15 August 2014

Authorised by: Gary Peck Date: 22 August 2014