Development Management - Delegated Officer Report

Application Number: AWDM/1022/21 Recommendation – Approve

Site: Brighton and Hove Albion Training Ground, 60 Mash Barn Lane, Lancing

Proposal: 6 no. adverts comprising 3 no. internally lit fascia "American Express Elite Football Performance Centre" signs and 3 no. halo lit roundel club badge signs to Training Centre and Club Hub (retrospective)

Date of site visit: Not visited. Assessed using applicant's photos and previous knowledge of site

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application seeks consent to retain 6no. signs. These are:

Club Hub South Elevation
1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to southern elevation of Club Hub in central position.
1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge.
Club Hub West Elevation
1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to west elevation of Club Hub.
1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge.
Training Centre East Elevation
1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to east elevation of Training Centre extension.
1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge over doorway.

Relevant Planning History

AWDM/0929/14 - 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).

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15

National Planning Policy Framework (February 2019)

Planning Assessment

Visual amenity

The signs on the main training centre and the club hub 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 will not be unduly intrusive in the context of other lighting in and around the facility.

All of the proposed signs will be inward facing to the complex but the training centre sign on the east elevation will be visible in distant views from outside of the site. They have the same colour palette and design as previous signage at the site.

No visual harm will arise.

Public safety

The signs are sufficiently distant from public highways to not cause any risk. At 300cd/m2 they are of an appropriate level of illumination for the area.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions 1-6

7. Approved Plans

Case Officer:	Peter Barnett	Date: 29 July 2021
Authorised by:	Gary Peck	Date: 29 July 2021