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Submitted via Planning Portal

Planning
Brighton & Hove City Council

22 December 2023

Our Ref: 7321

Dear Sir / Madam,

Application for Advertisement Consent – 108a Dyke Road, Brighton, BN1 3TE

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an application seeking advertisement consent for the installation of signage at the above address in connection with its occupation by Gail's.

Application Site Context

The application site consists of the commercial unit located at 108a Dyke Road, Brighton. This commercial floorspace is currently vacant, having most recently been occupied by a coffee shop (Class E). The building is located at the Seven Dial roundabout, and backs onto buildings located on Dyke Road, predominantly occupied by commercial uses at ground floor level with residential above.

The building is neither statutorily nor locally listed and is not located within a Conservation Area. The site is located within Seven Dial's Local Shopping Centre.

Application Proposals

Gail's are seeking advertisement consent for the following signage installation:

- 2 no. non-illuminated fascia lettering signs, to be installed to building façade

The enclosed drawings shows a projecting sign; this advertisement is not 4.6m above ground level, and therefore benefits from deemed advertisement consent already. The enclosed drawings also show vinyl's and lettering to be installed to the shopfront windows; as these are installed internally, these advertisements also benefit from deemed consent already, and do not require express consent.

The proposed fascia lettering signs are of a high-quality finish, complimentary to the building's façade, and result in no alteration to the shopfront's existing structure or arrangement. With consideration to NPPF guidance relating to advertisement control (Paragraph 141), the proposed advertisement in terms of its scale, design and level illumination will have no negligible impact on the interests of surrounding amenity or public safety. The proposals will also ensure complete compliance with Brighton City Plan (Part 2) Policy DM24, which requires Advertisements to be sensitively designed and located so that they do not harm the visual amenity of the site or the wider area, nor adversely affect public safety.

Managing Director
Helen Cuthbert

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Dan Templeton | Elliot Jones | Katie Turvey

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In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £165.00
- Site Location Plan
- Existing & Proposed Elevations

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'James Baker', with a long horizontal flourish extending to the right.

James Baker

Planner

Planning Potential

London

Enc.