Development Management - Delegated Officer Report

Application Number: **AWDM/0040/13** **Recommendation – Approved**

Site: **North Building Boc Edwards Unit 2, 23 Dolphin Road, Shoreham-By-Sea, West Sussex**

Proposal: **Proposed non-illuminated fascia sign on south side of building.**

Date of site visit: 5th February 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an industrial building located to the north of no. 23 Dolphin Road at the rear of the industrial curtilage. The building is of standard warehouse design. There is access and parking to the front of the site with Dolphin Road 155 metres to the south.

Advertisement consent is required for a non-illuminated fascia sign with the name of the new occupiers of the industrial building 'Pyroban.' This sign has already been attached to the building above the entrance of the south side of the building. The lettering is red and the sign is 5.1metres wide and 1.2 metres high.

Representations: - 1 comment has been received stating that there are no concerns regarding the signage so long as it is not illuminated.

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

The relevant concerns are the effects on amenity and public safety. Policy AB17 of the Local Plan states that express consent will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

The signage is not clearly visible within the street scene as the building is set within the rear of the site. It is considered to be appropriate within this industrial location. The signage is visible from the rear garden of the adjacent dwelling 51 Corbyn Crescent to the west however it is screened to some extent by existing vegetation. It is also at a minimum distance of 20 metres from the boundary. It will be screened further by a 3 metres acoustic fence

which is proposed under application reference AWDM/ 0038/13 which will be within the site adjacent to the existing boundary. The signage is non-illuminated and therefore does not result in any adverse impact on the occupiers of the adjacent dwelling.

Recommendation

APPROVE

Subject to Conditions:-

1. 5 Standard advertisement conditions

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

Case Officer: Hannah Barker Date: 7th February 2013

Authorised by: Jo Morin Date: 8 Feb 2013