Development Management - Delegated Officer Report

Application Number: **AWDM/0149/15**

Recommendation – Approve

Site: 30A Cecil Pashley Way, Shoreham (Brighton City) Airport, Lancing

Proposal: Advertisement Consent for two non-illuminated fascia signs to north and south elevations

Date of site visit: 17 March 2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site relates to a hangar building bordering the south side of the airfield at Shoreham Airport. Advertisement consent is sought for the display of non-illuminated signs containing the occupiers' company name and logo 'Cox Powertrain' The advertisement would be displayed on the north and south elevations framed within the apex of the roof.

Relevant site history

The building was originally permitted in 2002 as a hangar/workshop (L/73/02) and condition 2 limits the use to mainly aircraft hangarage and maintenance with alternative use for the storage and distribution of pilots' or aircraft-related supplies (with ancillary offices)

In January 2005, permission L/218/04 was granted for the use of the east half of the building for retailing of general aviation, pilot and associated supplies with a condition 2 restricting the use to such purposes and no other purposes within Use Classes A1 (shops) or B8 (storage and distribution).

ADC/0496/06 reverted the use of the east half (30A to its originally permitted purpose (under L/73/02).

The applicant has been made aware of the authorised use of the building and the restrictive condition 2 under L/73/02 and is preparing an application to regularise the current use.

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
National Planning Policy Framework (CLG 2012)

Planning Assessment

The determining issues relate to public safety and impact on visual amenity.

The site is at the western edge of development within the airport site and can be seen from distant views from the north and south of the airport. Since originally submitted the applicant has amended the proposals to relate to two signs shaped around the company logo rather than set within a fascia as was originally submitted. The applicant has confirmed that the dimensions given refer to the overall length and height of the sign and there is no rectangular fascia panel framing the logo. The logo would be 4000mm in width and 1200mm in height with a maximum projection of 150mm. This is preferable to the original fascia proposal, appearing less awkward within the apex and would not result in any significant harm to the visual amenities of the site or surrounding area given the scale of the signs relative to the scale of the hangar building.

This is a non-illuminated advertisement and is considered acceptable from a highway safety perspective.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-5
2. Drawing numbers:
   Unnumbered Site Location Plan deposited 3 March 2015
   Unnumbered Block Plan deposited 3 March 2015
   Drawing entitled 'Proposed signs windows & aircon units'
   'Hanger_Layout_B' deposited 3 March 2015 and amended by email of clarification dated 26 March 2015
   Drawing entitled 'Cox Powertrain Sign' deposited 3 March 2015 and amended by email of clarification dated 26 March 2015

Informative: This consent does not give permission for the use of the building. The current use is unauthorised and a retrospective application to seek to regularise the use of the building should be submitted within 28 days of this consent.

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

Case Officer: Rebekah Smith Date: 27 April 2015

Authorised by: Peter Barnett Date: 27 April 2015