~~PE~~
~~17/4/08~~
Expiry
13/5/08

Development Control – Delegated Officer Report

Application Number: ADC/0148/08 **Recommendation – Permit Application**

Site: **7 Cecil Pashley Way Lancing West Sussex BN43 5FF**

Proposal: **Non-illuminated logo signs and lettering at front and rear of new hangar**

The Application

The site is located within the built up area of Shoreham, a new aircraft hanger building within the site of Shoreham Airport, either side of the site are similar warehouse buildings, two storeys in height with a shallow pitched roof. The site faces onto Cecil Pashley Way to the south with the railway line beyond. There is parking to the front of the building.

Advertisement consent is sought for three non-illuminated signs to the rear of the building, one fascia sign and two logo signs and two to the front, one fascia sign and one logo sign. The logo sign is proposed to be 1.8 square metres and the fascia sign is 11.2 metres long and 1 metre high. The signs are required to advertise the business located at the site.

Consultations and Representations

Third Parties: - One letter of support has been submitted stating that the signs are in keeping with existing signs on adjacent buildings.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB17

Planning Assessment

Policies

Policy DEV1 of the West Sussex Structure plan states that development should not be permitted unless the construction, layout, scale and appearance are of high quality, taking into account the need to minimise potential conflicts between land uses and activities.

Policy AB17 of the Adur District Local Plan states that consent for advertisements will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger to public safety.

Visual Amenity

The proposed signage is located to the front and rear of the building and will therefore be visible from the adjacent industrial buildings and Cecil Pashley Way to the south/front of the building and the railway line beyond.

The signage will be non-illuminated and will be similar to the signage as existing at the adjacent buildings which are of similar design and scale. The proposed signage is considered to be appropriate to the site and surrounding area and will have no adverse impact.

There will be no danger or hazard to public safety as a result of the proposed signage. It is therefore considered that the application complies with part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

APPROVE

Advertisement standard conditions 1-5

Case Officer.....Date...17/4/08.....

17/4