Development Management - Delegated Officer Report

Application Number: AWDM/0986/17 Recommendation – Approve

Site: **8 Cecil Pashley Way, Shoreham (Brighton City) Airport, Lancing**

Proposal: **Installation of non-illuminated fascia signs to all elevations and non-illuminated monolith sign in south west corner.**

Date of site visit: 21 July 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an industrial unit at Shoreham Airport which is to be occupied by Cox Powertrain Ltd, an engineering company. New signage is proposed consisting of:

- 2m high freestanding monolith sign on grass verge in south east corner of site. It will measure 2m high and 0.9m wide and will be a directional sign pointing to reception, car park and goods in. It will be grey and non-illuminated.

- 4 no. fascia signs measuring 2.7m wide and 0.7m high to be positioned on each side of the building displaying the company name, “Cox” and logo. The signs will comprise raised lettering and symbols between 3.8m and 5m above the ground.

Relevant site history

Various, not directly related to this advertisement consent proposal.

Consultations

Lancing Parish Council: No objection

Representations

None received

Relevant Planning Policies

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
National Planning Policy Framework (March 2012)

Planning Assessment

Visual amenity

The proposed fascia signs are modest in size and replace signage previously on the building. The monolith sign is also of an acceptable height and scale and will not cause visual harm.

Public safety

Public safety is not affected by this proposal.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans

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

Case Officer: Peter Barnett Date: 9 August 2017

Authorised by: Gary Peck Date: 14 August 2017