Development Management - Delegated Officer Report

Application Number: AWDM/0366/17 Recommendation – Approve

Site: Unit 1 Eschmann House, Peter Road, Lancing

Proposal: Various internally and externally illuminated fascia signs

Date of site visit: 21 March 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

Eschmann House is a 3 storey building located within the Lancing Business Park, close to the northern boundary with the railway line. Express consent is sought to display 5 signs:

1. 1no. internally illuminated fascia sign on the north elevation above the second floor windows comprising the word 'Steris' in white lettering and opal-coloured logo. The sign measures 3.5m wide and 0.7m high and will be 10.7m above ground level.

2. 1no. internally illuminated sign on the west elevation at second floor level comprising the word 'Steris' in white lettering and opal-coloured logo. It will measure 4m wide, 0.8m high and will be 8.3m above ground level.

3. 1 no. externally illuminated sign on the west elevation at first floor level comprising the word 'Eschmann' in blue lettering and logo measuring 3.95m wide, 0.96m high. It will be 5.05m above ground level and will be illuminated by overhead trough lighting. This sign is being repositioned from its current position at second floor level.

4. 1 no. non-illuminated sign on the south elevation above the entrance doors comprising the words Steris and Eschmann plus logos, 6.1m wide, 1m high and 3.08m above the ground.

5. As 4 above but on the west elevation of the main building, 9.2m wide

Relevant site history

AWDM/0481/11 - Internally-illuminated fascia sign on north side of building and externally-illuminated lettering and logo on west side - approved

Consultations

Lancing Parish Council – No objection

Representations

None received

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed signs will be located on a plain building within an industrial estate and will not result in harm to the visual amenity and character of the area. The north-facing sign will face across the District Council's waste and refuse car park towards the railway line with the rear of dwellings in Tower Road, over 85m away. The south and west-facing signs will face towards other units within the industrial estate. They will complement existing signage on the building.

Public Safety

The signs will not cause any harm to public safety and are some distance from the public highway.

Recommendation

APPROVE

Subject to Conditions:-

Standard 1-6 plus

7. Permission relates to approved plans
8. Shall only be illuminated during business hours

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

Case Officer: Peter Barnett Date: 24 April 2017

Authorised by: Gary Peck Date: 24 April 2017