expires 30/10

Development Control – Delegated Officer Report

Application Number: ADC/0420/08 **Recommendation - Application Permitted**

Site: **Ricardo Engineers Ltd Old Shoreham Road Lancing Shoreham-By-Sea**

Proposal: **2 free-standing 'monolith' signs and one externally-illuminated name sign at site accesses and 'R' logo on west elevation of new reception building**

The Application

The site is Ricardo Engineers Ltd, which has a large complex of offices and workshops to the south of the A27 and the north of Shoreham Airport. A new reception building has been constructed to the western end of the site, accessed off Old Shoreham Road. There is a second entrance further to the east.

The application seeks consent to replace the existing signage with new signs comprising at the west entrance:

- a 2.75m wide by 1.25m high by 0.3m deep externally illuminated sign consisting of a blue 'R' with 'Ricardo' in white lettering below and the words 'Shoreham Technical Centre' alongside in black lettering on a white background. Illumination is by way of 3 uplighters.

- a 3m high by 1m wide by 0.3m deep aluminium curved non-illuminated monolith sign with a blue 'R' and 'Ricardo' plus directions in white lettering below on a dark grey/ black background

at the east entrance:

- a 1.52m high, 1.2m wide and 0.3m deep aluminium curved non-illuminated monolith sign of a similar style to the larger monolith on the west entrance

on the reception building:

- the letter 'R' in non-illuminated stainless steel on grey cladding attached to the west elevation and measuring 0.9m high and 1.3m wide

Consultations and Representations

Consultations/Comments

Shoreham Airport — Not received

Third Parties

Lancing Parish Council – No objection

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC2, CH2, CH3, DEV1
Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AC1, AC2, AC3, AC4, AB17, AE18
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

Structure Plan policy LOC2 states that development in the countryside should not be permitted unless it can be demonstrated to require a countryside location. CH2 seeks to protect the Sussex Downs AONB from development which would otherwise detract from its natural beauty and character. CH3 states that development within the Strategic Gap (in this case, the Lancing and Shoreham Gap) should not be permitted if it undermines the fundamental purpose and integrity of the Gap designation. Policy DEV1 seeks high quality new development which has regard to the local context.

Local Plan policies AC1, AC2, AC3 and AC4 refer to the countryside, AONB and Strategic Gap and set out the same aims as are within the corresponding policies of the Structure Plan. Policy AB17 refers specifically to advertisements and states that consent will only be granted where the advertisements respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety. This is consistent with advice in PPG19.

Policy AE18 is a site specific policy for Ricardo and permits business or industrial development as an exception to policies AC1, AC2 and AC4 provided, among others, that the development is of an appropriate design and unobtrusive in the landscape.

Visual amenity and character

The signs are considered to be well designed and are relatively unobtrusive in the wider landscape. They are generally replacing existing signage in the same location. Illumination is being introduced to the main entrance sign but

it is to be by way of three small uplighters which will not result in excessive glare and is considered to be acceptable in this location.

The proposed monolith sign, while 3m high, will be positioned in front of a backdrop of small trees forming a hedgerow which will help to soften its visual impact.

The sign on the building is considered to be a modest addition which is not illuminated and which will not harm the character or appearance of the surrounding area.

Public Safety

The signs are not considered to result in any harm to public safety.

Recommendation

APPROVE

Subject to

Standard conditions 1-5 and

6. C2B
Reason – To safeguard the character of the countryside

7. C2G

Case Officer..... Date.....10/10/08