Development Management – Delegated Officer Report

Application Number: **AWDM/0115/19** **Recommendation: APPROVE**

Site: **Focus House, 20 Ham Road, Shoreham-By-Sea**

Proposal: **Advertisement Consent for two fascia signs comprising one illuminated to the front (south) elevation and one non-illuminated to the rear (north)**

Date of Site Visit: **25 February**

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

This application seeks advertisement consent for 2 fascia signs. The larger, illuminated sign would be on the main front elevation and be 3.7 metres in width and just over 1 metre in height with a smaller multi coloured logo above. The non illuminated sign would be on the rear northern elevation and be 2.3 metres in width and 0.6 metres in height, again with a smaller multi coloured logo above. The text faces in each case are white.

The application site comprises a 4 storey office building currently under construction and nearing completion on the northern side of Ham Road. The vacant former Civic Centre site is to the south and the nearest residential properties are in Gordon Road to the north.

Planning History:

Erection of four storey office development (Use Class B1) with associated car parking and landscaping granted permission under reference AWDM/1282/17.

Consultations:

No comments received

Representations:

No comments received (site notices displayed)

Relevant Planning Policies:

Adur Local Plan: Policy 15

National Planning Policy Framework (CLG 2019)

Planning Practice Guidance (CLG 2014)

Planning Assessment

The approved planning permission did not indicate any details of signage and now that the building is nearing completion, it would appear natural for some signage to be required to identify the occupants of the building.

In the overall context of the building, the non illuminated sign on the northern side of the building appears modest and appropriate the overall scale of the building.

The southern side of the building is less constrained in terms of neighbouring residents and other buildings but is the main frontage of the building and therefore a more prominent and illuminated sign can be considered acceptable in principle.

Although the front sign is of a reasonable size, it still appears proportionate in relation to the overall size of the building. The edge of the text rather than the main lettering itself would be illuminated as well as the smaller coloured logo. On balance, this is considered acceptable.

Recommendation

To GRANT advertisement consent subject to the following conditions:

Approved Plans
Standard Advert Conditions

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

Case Officer: C Peck Date: 22/3/2019

Authorised by: Date: 25/3/2019