Development Control – Delegated Officer Report

Application Number: ADC/0333/10 **Recommendation – APPROVE**

Site: **Land East of 30-40 Dolphin Road, Shoreham-by-Sea**

Proposal: **Double-sided externally-illuminated estate directory sign (instead of non-illuminated sign previously approved under ADC/0240/08)**

The Application

Consent is sought for an illuminated estate directory sign at the entrance to the Dolphin Enterprise Centre instead of the non-illuminated one previously approved. The adjacent site of proposed block A is still awaiting development. As before, the sign is 5.5m high, 1.2m wide and 0.15m thick, with a steel frame with facing panels of powder-coated aluminium. The colours are changed from yellow, green and black to dark blue, green, grey, red and white, and the design is different.

Consultations and Representations

West Sussex County Council: Previously confirmed no objection.

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policy AB17 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.

The proposed signage is located adjacent to Dolphin Road where it will be clearly visible and provide necessary information listing the businesses within the Enterprise Centre and their location. The signage will now be illuminated, making it more clearly visible and identifiable for visitors to the site. It is considered 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 policy AB17.

Recommendation

APPROVE subject to:-

Advertisement consent standard conditions 1-5
6. C2Ai .....500 candela per square metre and shall be of...

Case Officer: Keith Morgan Date: