Development Management - Delegated Officer Report

Application Number: AWDM/0813/18 Recommendation – Approve

Site: Suite B-C Premier House, 17 - 19 Cecil Pashley Way, Shoreham (Brighton City) Airport, Lancing

Proposal: Installation of two non-illuminated fascia signs.

Date of site visit: 27 June 2018

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an industrial unit at Shoreham Airport. Consent is sought to display two non illuminated signs on the front (south) elevation. Both signs measure 1.5m by 1.1m and contain a red logo and the wording "Howdens Joinery Co. Contract Division" in white lettering on a black background. The signs had already been installed at the time of the site visit. They are positioned between the ground and first floor windows either side of the entrance.

Relevant site history

None

Consultations

Lancing Parish Council: No objection

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (March 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The signs are modest in size and non illuminated. The building is within an industrial area and the signs do not appear out of place. No visual harm has arisen.

Public safety

The signs do not affect public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans

Case Officer: Peter Barnett Date: 29 June 2018

Authorised by: Gary Peck Date: 29 June 2018