expires 22/9

Development Control – Delegated Officer Report

Application Number: ADC/0283/09 **Recommendation – Permit Application**

Site: **Workshop 10 Cecil Pashley Way Lancing Shoreham-By-Sea West Sussex**

Proposal: **Non-illuminated name sign on south elevation of western building**

The Application

The application site comprises a former hangar at Shoreham Airport now used by Northbrook College. It is proposed to repaint and re-clad the building to improve its appearance (which does not require permission) and to display a new non-illuminated sign on the south elevation to replace the existing painted lettering which spans the entire south elevation.

The proposed aluminium sign measures 3m wide by 1m high and is to be displayed centrally on the elevation, matching in size and appearance a sign which exists on another College building further to the east. It will have the wording "Northbrook College Sussex - Further and Higher Education" in blue and yellow on a white background with the College 2-tone blue logo adjacent.

Consultations and Representations

Consultations/Comments

Lancing Parish Council - No comment

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

Policies

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.

Visual amenity and character

The proposed sign is of an acceptable size and appearance, relative to the area and the size of the building on which it is to be displayed, and will not harm the visual amenity or character of the area. There are a number of other commercial premises in the vicinity of the site and the sign will not be out of keeping with its surroundings.

Recommendation

APPROVE subject to:

Standard conditions

Case Officer [redacted] Date 28/8/09 [redacted] 28/8