DELEGATED APPLICATIONS ASSESSMENT SHEET

Application Number: **Recommendation – Approve**
AWDM/0749/11

Site: **21 Cecil Pashley Way Shoreham (brighton City) Airport Lancing Shoreham-By-Sea**

Proposal: **Installation of externally illuminated (trough light) replacement fascia sign on front elevation of building**

NEIGHBOURS CHECKED: yes

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): None

SITE AND SURROUNDINGS

The application premises is located at Shoreham Airport, outside of the built up area. It is situated within an area of commercial buildings mostly relating to the aeronautical nature of the Airport.

PROPOSAL

Consent is sought for the installation of an externally illuminated (trough light) replacement fascia sign on the front elevation (south) of the building.

The proposed sign measures 5.10m x 706mm. The height from ground level is 4.6 metres, on the south-facing front wall of the building. It would be blue lettering and logo on a white back ground. The trough lighting would be fixed above the lettering and logo only.

RELEVANT PLANNING HISTORY:

Planning reference: ADC/0197/06
Description: Externally illuminated sign on south elevation.
Decision Date : 11.08.2006
Decision: Consent

RELEVANT PLANNING POLICIES:

Adur District Local Plan AB17: Consent only for adverts which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

REPRESENTATIONS AND RELEVANT CONSULTATION RESPONSES:

The **Highway Authority** raises no objection commenting that all of the proposed signage is situated away from the public highway and would not therefore have any consequences to users of the public highway.

Lancing Parish Council: No objection.

PLANNING ASSESSMENT:

The proposed sign is relatively modest in scale in relation to the building and others nearby. It is similar in size and in the same position to that which was approved in 2006 (ADC/197/06 refers).

It is considered to comply with Adur District Local Plan AB17 and will not result in any detriment to amenity or highway safety.

RECOMMENDATION:

Permit subject to conditions (summarised below).

1. Standard conditions 1-5
6. Approved drawings (Amended plans received 27th October 2011.)
7. Times of illumination to be restricted to correspond with the working hours of the business.

IS RECOMMENDATION CONTRARY TO LETTER (S) OF REPRESENTATION
No

DELEGATED

Case Officer Julia Odell
Sign: Date: 2 December 2011

Authorising Officer
Sign: Jo Morin Date: 2 December 2011