Development Control – Delegated Officer Report

Application Number: ADC/0240/08 **Recommendation – Permit Application**

Site: **Land East Of 30 - 40 Dolphin Road Shoreham-by-Sea West Sussex**

Proposal: **Double-sided non-illuminated estate directory sign for Dolphin Enterprise Centre**

The Application

The site is located within the built up area of Shoreham, within the existing Dolphin Road Industrial Estate. To the South of the site is Dolphin Road and the railway line beyond and to the north are industrial units with a recreation ground beyond. There is parking to the front of the building.

Advertisement consent is sought for a double sided non-illuminated estate directory sign for the Dolphin Enterprise Centre which is located adjacent to the site. The sign is proposed to be 5.5 metres high, 1.22 metres wide and 0.15 metres deep. The frame is steel with face panels powder coated painted, aluminium, with yellow, green and black.

Consultations and Representations

County Highway Services: - No objection – the double sided fascia sign is not in a location where it could obstruct the highway.

Third Parties: - No third party representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB17

Planning Assessment

Policies

Policy DEV1 of the West Sussex Structure plan states that development should not be permitted unless the construction, layout, scale and appearance are of high quality, taking into account the need to minimise potential conflicts between land uses and activities.

Policy AB17 of the Adur District Local Plan 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.

Visual Amenity

The proposed signage is located adjacent to the highway fronting Dolphin Road it will be clearly visible and will provide information with regards to the businesses within the Enterprise Centre.

The signage will be non-illuminated and despite its height it will be in keeping with the industrial area where there are other examples of non-illuminated signage. It also needs to be clearly visible and identifiable as it provides information for visitors to the site. The proposed signage is considered to be 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 part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

APPROVE

Advertisement standard conditions 1-5

PB 6/6/08

Case officer . . Barker . . Date . 6/6/08