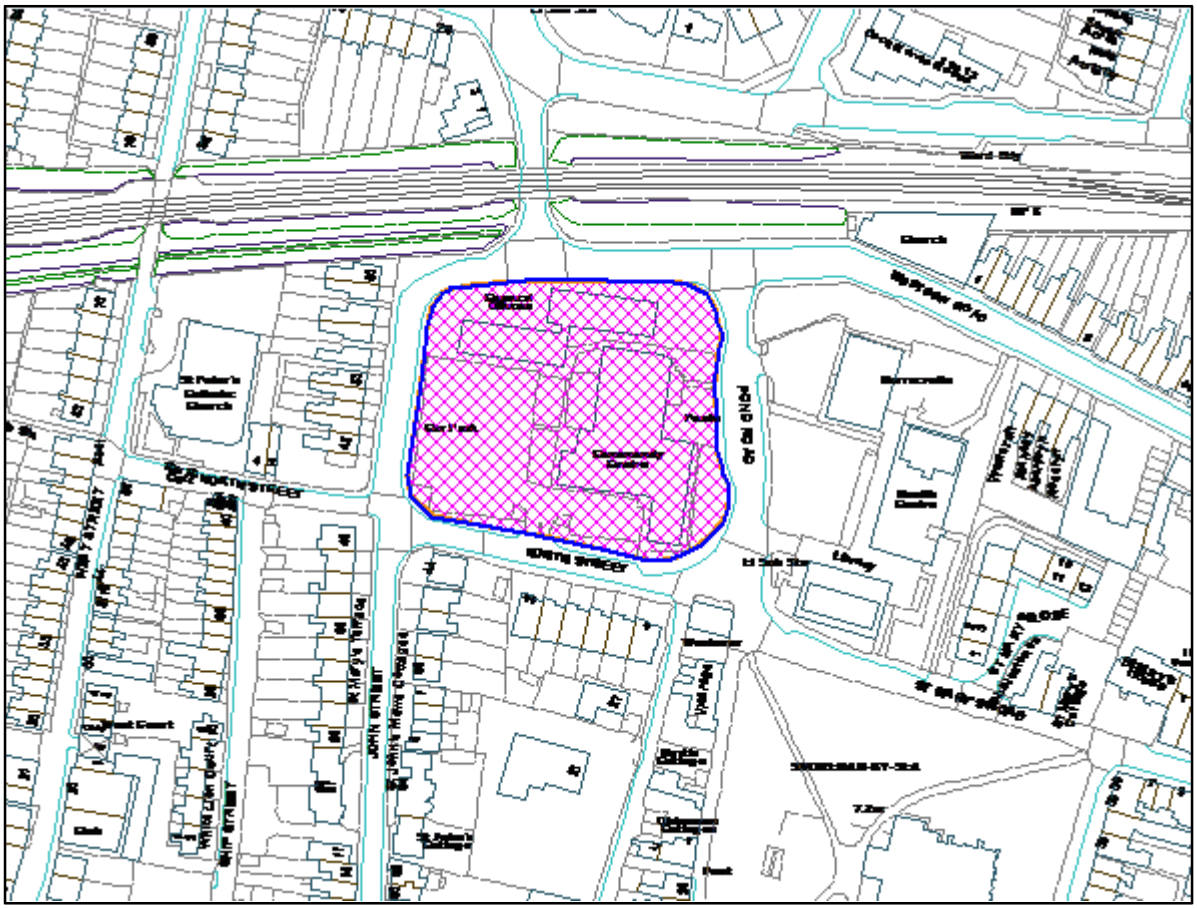
Application Number: AWDM/0955/16 **Recommendation – APPROVE**

Site: **The Shoreham Centre, Pond Road, Shoreham-By-Sea**

Proposal: **Application for advertisement consent for 8 signs, comprising: 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non-illuminated free standing monolith signs located adjacent to the front, rear and main car park entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.**

Applicant: Ben Turner, Adur & Worthing Councils
Ward: St Mary's
Case Officer: Gary Peck



Not to Scale

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Proposal, Site and Surroundings

This application seeks advertisement consent to erect 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non-illuminated free standing monolith signs located adjacent to the front, rear and main car park

entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.

The proposed fascia signs 'The Shoreham Centre' would be placed at a maximum of 5 metres height above ground level and would both measure 1.67 metres in height by 2.57 metres in width and 0.08 metres in depth comprising of stainless steel open trough letters illuminated by white LED's.

The internally illuminated acrylic panel sign would be of similar dimensions to the above signs but rather than placed on a wall would be located on the top glazed panel of the entrance to the building.

The illuminance of the signs is given as 300 candelas.

The free standing monolith signs would be 3 metres in height and 0.50 metres in width and concreted into the ground, with an additional sign of similar style placed on a wall close to the rear entrance of the building.

The application site is within the Conservation Area and is bounded to the north by the railway line the west and south by residential properties and to the east by the library and Health Centre.

Relevant Planning History

Planning permission was granted in 2013 for the extension of the building to facilitate its current use (AWDM/106/13). Minor amendments were subsequently approved in 2014 and 2015.

Advertisement consent (AWDM/1748/15) was refused earlier this year for signage at the site for the following reason:

The proposed signage by virtue of its size, design and location fails to respect the character of the Conservation Area. The proposal therefore conflicts with Policy AB19 of the Adur District Local Plan 1996 and policy 15 of the Proposed Submission Adur Local Plan 2014

Consultations

West Sussex County Council

West Sussex County Council did not comment on the current application, as they do not normally comment on advertisement consent applications. They did comment on the previous application at the request of the case officer and raised no objection. In terms of highway considerations, it is not considered there is any material difference between the current proposals and those previously considered.

The Shoreham Society

The Shoreham Society is extremely concerned about the internally illuminated components of the proposed signage. Internally lit signage is totally inappropriate for

the Conservation Area and it is felt that traditional external fixed lighting to illuminate the signage would work just as well. If such features were to be allowed this would establish a precedent in the area.

Representations

5 letters of objection have been received on the following grounds:

- Support Shoreham Society's objection
- Not Piccadilly Circus but a Conservation Area
- Traditional lamps would be appropriate
- This attractive building not should not be spoilt
- Totem poles may be a hazard to those with eyesight problems
- While not in the scope of the application, the southern entrance is spoilt by the sight of exposed recycling bins

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB4, AB17, AB19

National Planning Policy Framework (CLG 2012)

Planning Practice Guidance (CLG 2014)

Shoreham-by-Sea Conservation Area Character Appraisal & Management Strategy (2008)

Relevant Legislation

The Committee should consider the planning application in accordance with:

Section 70 of the Town and Country Planning Act 1990 (as amended) that provides the application may be granted either unconditionally or subject to relevant conditions, or refused. Regard shall be given to relevant development plan policies, any relevant local finance considerations, and other material considerations

Section 73A and also Section 72 Planning (Listed Building & Conservation Areas) Act 1990 which require the Local Planning Authority (LPA) to pay special attention to the desirability of preserving or enhancing the appearance of the Conservation Area.

Section 38(6) Planning and Compulsory Purchase Act 2004 that requires the decision to be made in accordance with the development plan unless material considerations indicate otherwise.

Planning Assessment

The main issue in the determination of the application is the effect of the proposal upon the character and appearance of the area.

Members will recall that a previous proposal was refused on the grounds that the proposed signage would adversely affect the character of the area. The previous signage was based on an emblem design, whereas as the current proposal is quite different in design terms, simply proposing lettering stating 'The Shoreham Centre' on the fascia and acrylic panel signs. The monolith sings, incorporating the new design instead of that previously proposed, remain in the same location as previously proposed except for sign 5 which has been moved next to the newly created path on to the south of the building by the vehicular entrance. It is still proposed that 3 of the signs are lit.

The main issue in respect of this proposal, given the representations received, appears to be the illumination of 3 of the signs.

Policy AB19 of the Local Plan states:

In all Conservation Areas, where the District Planning Authority considers that an illuminated advertisement is acceptable in principle, such advertisements should either be externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

The emerging policy in the Proposed Submission Adur Local Plan (2016) states:

Advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary.

Neither policy therefore precludes the illuminated advertisements in the Conservation Area as matter of principle. Of particular note in the case of this application is that the illuminance level is low at 300 candela per lumen output, which can be controlled by condition. As such, given that it is not uncommon for illumination to at a higher level, in this instance it is considered that the illumination will be quite discreet. It is noted that the applicant has confirmed that the letters would be illuminated at dusk via a light sensor and would also be controlled with a variable dimmer should they prove to be too bright. When the building closes for the evening, the lights will be turned off.

The applicant also states that external lighting as suggested by some who have made representations are likely to result in brighter lighting and that if there were 'swan necks' around the signage or trough lights then this would add to the clutter around the sings whereas at present it is only the letters that need to be lit.

Your officers agree that the lighting of the signage will be relatively discreet and conditions can be imposed to control both the brightness of the lighting and the hours they are operational. The nature of the letting itself, unlike the previous signage, is not considered obtrusive either being restricted simply to the name of the building. Similarly, the monolith signs, the type of which is not uncommon around public buildings are also considered to be acceptable.

In conclusion, the revised proposal is considered a great improvement upon the previous proposal and accordingly it is recommended that the application be approved.

Recommendation

To **GRANT** advertisement consent

Subject to Conditions:-

01 Development in accordance with approved plans
02 Control over illuminance of signage
03 Hours of operation
04 Standard advert conditions:

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

8th August 2016