Expiry Date - 16/10/2012

Development Control – Delegated Officer Report

Application Number: AWDM/1316/15 & AWDM/1155/15

Recommendation –

AWDM/1316/15 Approve
AWDM/1155/15 Approve

Site:

Unit 1 Malthouse Trading Estate Brighton Road Shoreham-By-Sea

Proposal: **Installation of internally illuminated totem sign**

Two externally illuminated advertisement billboards 4.55m high located on northern boundary of the Lidl site facing the railway

Site Visit ;12.10.15

Neighbours checked: Y

Additional neighbour notifications: Y

Site and Surroundings

The site comprises the former site of two 1980s purpose built light industrial/warehouse units and allied curtilage sandwiched between Brighton Rd (A259), to the south and the railway, to the north.

It is situated adjacent to the Western Arm of Shoreham Harbour, to the east of Shoreham town centre in an industrial/warehousing area which takes on an increasingly commercial/retail character as it approaches Shoreham town centre. To the north of the railway is the Dolphin Industrial estate and beyond this housing. To the south of Brighton Rd, across the adjacent industrial area and the river, lies the residential area of Shoreham Beach. The site is flanked by warehousing units to the west and east the terrain is flat and the

rectangular shaped site is 0.65 hectares in size. The A259 is a busy arterial road and vehicular access is obtained from the central part of the site.

The former light industrial/warehouse unit's buildings have been demolished and construction is now advanced on provision of a discount food store (Lidl) together with 97 space car park and modified vehicular access and landscaping granted last year under AWDM/0431/14.

The new store has 1726 sq ms gross internal floorspace (1286 sq ms sales area) Lidl retail store (A1) on the eastern part of the site and the provides a 97 space car park on the western part. The existing vehicular access is being modified to be slightly wider by creating a larger bellmouth and positioned marginally to the west to improve alignment with the right hand turn lane. Servicing would be from north of the building. Landscaping including tree planting would be provided at the front. The new store would be in corporate Lidl house style with its main access from the west and south west corner. The building is over 60 ms long and 30 ms wide and with its shallow monopitched roof running north to south is between 6.5 and 4.5 ms tall.

Proposals

The two complementary but separate advertisement applications seek to provide appropriate signage for the new Lidl store.

The installation of internally illuminated totem sign is in the SW corner of the site facing west /east along the road on landscaped area in front of the new car park. It is 5.9 ms tall and 2.1 ms wide. It has an aluminium front panel and the illuminated (static) element is the Lidl logo. It is set back some 2 ms from the back edge of the pavement.

The billboards are sited to the NW of the new store, to the east of the car park and abutting and facing the railway (set back around 1.5 ms). . They are mounted on 1.3 ms tall poles and 3.2 ms tall and 6.3 ms wide. The illumination is static and external.

Relevant site history

See above;

and

AWDM/1452/14; Installation of 2 internally illuminated fascia signs and 1 internally illuminated flag sign in connection with proposed new discount food store; Approved April 2015

Consultations:

None

Representations:

None

Relevant Planning Policies

National Planning Policy Framework (CLG 2012)

Planning Assessment

Consideration of such signage is limited to amenity and transport safety issues.

Appropriate signage is justified to announce the presence of the new Lidl store. The store is welcomed as having a beneficial regenerative impact on Shoreham Harbour and its prominence on the busy A259 and coastal railway which bound the site underlines this.

The immediate area is industrial and is largely devoid of illuminated signage of this sort and to this extent the totem sign will be anomalous.

However, such type of signage is consistent and inherent in the concept of the new store and is in principle acceptable.

Tall signage is not uncommon in any event as the west (and some east) facing elevations of the many large industrial buildings on the north side of the road incorporate large advertisements on the buildings , albeit unilluminated.

The character of the road changes to more commercial as one approaches Shoreham town centre to the west and here totem type signage is an established feature. MacDonald's, Dunhelm and Kwikfit all incorporate similar sized totem signs at the front of their sites, whilst billboards, tall, flagpoles and large signage on buildings themselves also are prevalent.

Even so, because the flanking tall building of Mr Clutch to the west is forward on its site, long views of the totem will be restricted from this vantage point and, to some extent, also form the east, due to the forward position of the Lidl store building itself .

The totem sign will also be visible from Shoreham Beach across the harbour and industrial land on the south side of Brighton Rd to the south. However, given the separation distance and orientation of the totem sign, it will not be noticeable.

Precedent for such a tall sign is made under AWDM/1452/14; Installation of 2 internally illuminated fascia signs and 1 internally illuminated flag sign in connection with proposed new discount food store. The flag sign here was sited in an identical position to the proposed totem sign and at 5.85 ms tall and 1.95 ms square and illuminated is very similar in scale to this and arguably less inelegant design.

Whilst the sign will be a very prominent and distinctive feature, in the circumstances, despite its size and forward position, it will be acceptable in visual terms.

The totem duplicates the function of the approved flag sign but proliferation would not result as the two are physically incompatible.

Turning to amenity, the totem sign is similar to the approved flag sign and sufficiently away from the highway not to encroach onto sightlines for vehicles of pedestrians at the vehicular access to the adjacent industrial site just to the west and its static illumination and level of illumination are compliant with standing WSCC advice. However, to avoid unnecessary and invasive prominence at unsocial hours, hours of illumination should be restricted to the operational hours of the store (7am to 9.30 pm on Mondays to Fridays and 8am and 10pm on Saturdays or Sundays) in line with AWDM/1452/14.

The billboard would not be visible from the street but apparent from the industrial estate to the north across the railway and allied landscaping. However, not invasively so, given their set back and static illumination, and no harm to railway safety would result.

Illumination hours may also be restricted to principal operational hours of the adjacent railway.

Network Rail have not made any comments on the billboard.

Recommendation

AWDM/1316/15

Approve subject to Conditions:-

1. Temporary planning permission 5 years
2. Approved plans
3. No illumination outside operational hours

AWDM/1155/15

Approve Subject to Conditions:-

1. Temporary planning permission 5 years
2. Approved plans
3. No illumination outside operational hours

Is recommendation contrary to letter(s) of representation?

Case Officer: P. Devonport Date: 4.11.15

Expiry Date - 16/10/2012

Authorised by: Date: