App 13/3

Development Control – Delegated Officer Report

Application Number: ADC/0029/07 **Recommendation - Refuse**

Site: **Tesco, Holmbush Centre, Upper Shoreham Road Shoreham-by-Sea**

Proposal: **Internally-illuminated roof-mounted sign over front entrance and replacement downlit lettering on main front gable**

The Application

This is a re-submission, in a partially amended form, of signage previously refused under delegated powers on amenity grounds in September 2006 (ADC/0209/06). A revised application was subsequently granted consent (ADC/0369/06) in November 2006.

Consultations and Representations

South Downs Joint Committee: Did not object to these aspects of the previous application ADC/0209/06, only being concerned about the signage on the rear tower.

Third Parties: The Shoreham Society request refusal because the new signs would be larger and more overpowering than at present and the signage is getting out of hand.
A resident of Hawkins Crescent (No.34) states that when the sign is lit at night it would be most intrusive and unsightly. It is unnecessary.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-16 (2005): DEV1, DEV4
Adopted Adur District Local Plan (1996): AG1, AC1, AC3, AB17
PPG19 'Outdoor Advertisement Control' (DoE 1992)
DoE Circular 5/92

Planning Assessment

The site lies within a modern retail park. Although still in the AONB and Area of special control for adverts, the character of the site has been totally changed by the development, a view expressed by the Inspector when allowing previous signage appeals by Tesco and M & S in 1993 after an informal hearing (SU/106,107,118,152, 153/92). It is not shown included within the proposed National Park, the boundary of which is shown as the by-pass. However, the fact that the rear of the building faces the AONB and the development is seen in the general context of the Downs behind is still a relevant consideration. PPG19 states that "designers should be prepared to

compromise on matters of 'corporate' design where it is unsuitable in a particularly sensitive area".
Local Plan policy AB17 states consent will only be granted where the adverts proposed respect the character and appearance of the surrounding area (and do not create a danger or hazard). Structure Plan policy CH2 states that development outside AONBs should not detract from their natural beauty, distinctive character, etc.

In respect of amenity, it is considered that the signage comprised in this latest application is clearly excessive.

The proposed large lettering 'TESCO Extra' (14m long and 2m high), upstanding by 3m above the eaves of the roof, with the lettering mounted on white-painted metal framework, would be extremely dominant. Moreover, as the framework would be visible, the sign would have a poor quality appearance, incongruous with the form and design of the building and its setting. When viewed from the side, especially, the unsightly roof mounting supporting structure would be plainly visible.

It is considered that the main Tesco Extra sign should be in the form of lettering applied directly to the existing main front gable wall, replacing the existing Tesco lettering, where it would balance the M & S lettering on the matching gable. The submitted proposal to have applied lettering 'Open 24 hrs' seems inappropriate for this main gable – although it is recognised that there is no planning control over 'content' as such.

Recommendation

REFUSE on the ground that:-

1. The proposed advertisements, by reason of their size, siting, design and, in the case of one advertisement, the supporting structural framework, would be unduly prominent, unsightly and incongruous on this building located on the edge of the Sussex Downs Area of Outstanding Natural Beauty and would detract to an unacceptable degree from the visual amenities of the locality.

Case Officer..... Date..27/2/07.

Head of Planning & Community..... Date..8..3..07