expires 30/1/09

Development Control – Delegated Officer Report

Application Number: ADC/0295/09 Recommendation - Refuse

Site: **Co-Op Superstore South Street Lancing West Sussex**

Proposal: **2 changeable tarpaulin adverts (one on north side of building and one on south side)**

The Application

The application relates to a large supermarket site recently converted to an Asda supermarket. It is located on the west side of South Street, directly to the south of the main coastal railway line. The supermarket building is set back from the road by 70m, behind a parking and vehicle turning area for the use of Lancing Railway Station, with a large car park to the rear (west) with an access road along the south side of the site.

Permission is sought for two tarpaulin advertisements, 4.5m in width, by 1.4m in height each. One would be located on the south side of the building facing the vehicular access to the car park, and the other would be on the north side of the building located adjacent to the pedestrian footpath to the main front door, and adjacent to the railway line. The advertisements are proposed to be changeable and no details of their appearance have been submitted.

Consultations and Representations

Lancing Parish Council: No comments.

Third Parties: There has been two letters of objection to the proposals from the occupier of No's 10 & 14 Sompting Road, both of whom are located directly opposite the site on the north side of the railway lines. The objector from No.10 states that if the proposed advertisements are going to be sited on the roof of the superstore, they would strongly disapprove, given the residential location and out of character materials. The occupier of No.14 also feels the area is a residential area and that the advertisement would be out of keeping, obtrusive, and likely to deteriorate quickly and easily vandalised.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17.
Design Bulletin No. 2 Shopfronts.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies
Local Plan policy AB17 states that express consent for advertisements will only be granted where proposals respect the character and appearance of the surrounding area, and they do not create a danger or hazard to public safety.

Visual amenity
The proposals come with no details of what is likely to be advertised and how often the signs will be changed. Concern has been raised with the applicants agent regarding the upkeep of such advertisements and their propensity to become disconnected from the building (causing a public safety issue), sag, and generally have a very temporary appearance over time.

Whilst it is accepted that this type of signage appears in commercial areas more and more often, this Council has previously not had an application for such advertisements. Consequently concern has been raised regarding how the changing nature of the advertisements would be controlled. The applicants agent was asked to supply further information in the form of other planning approvals detailing any such conditions that may assuage concerns regarding upkeep and the manner in which the adverts would be affixed to the exterior of the building.

The agent has stated that *'They are unable to provide samples of the tarpaulin sign which Asda use for promotional advertising. To date we have not received approval for this type of signage from other authorities therefore we are unable to forward and examples.'*

The applicants agent was advised that permanent framed sign advertisements would be more likely to be easily kept clean and free from the problems of a fabric tarpaulin advertisement. Additionally they would ensure the sign was of a fixed size and location on the building. However they have not felt this is in their clients interests and have only passed on the recommendation.

The appearance of the building is already subject to approved advertisements under planning application ADC/0216/09, and the building is considered to have a commercial appearance, particularly as viewed from the east in South Street. The southern elevation currently has no advertisements affixed to it, and the proposed north side advert would be in addition to two permitted sign board frames for advertisers, both being 2m by 2m.

The principle of an advertisement of this size in itself is considered to be in keeping given the commercial character of the building, however concerns which have been raised regarding how the advertisements would be controlled and looked after have not been dealt with. Given the vague nature of the proposed advertisements and how they would be fixed to the building, it is considered that they would result in detrimental effect on the appearance of the building, and due to the temporary nature of the fixings would be detrimental to public safety.

Recommendation

REFUSE for reason that :-
The proposed tarpaulin advertisements would detract from the appearance of the building on which they would be displayed and from the appearance of the surrounding area.

Case Officer: [redacted]
Date: 23/9/09