Development Control – Delegated Officer Report

Application Number: AWDM/1545/16 **Recommendation – SPLIT DECISION**

Site: **1 – 3 Eastern Avenue, Shoreham-by-Sea, BN43 6PD**

Proposal: **Application for advertisement consent for new advertisement signage (some internally illuminated) to all elevations for 'Ready Steady Store'.**

Date of site visit: 20.10.2016

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to the provision of advertisements on all of the elevations of a commercial building. The building is positioned on a corner site within a residential area facing Gordon Avenue to the north and Eastern Avenue to the east. The railway line lies directly to the south of the site with a railway crossing to the south east corner of the site; to the west, it sides onto its own car park, which itself abuts the boundary with a residential property, no. 130 Gordon Avenue. Commercial properties are sited to the south of the railway line.

Largely, the proposed site is located within a residential area, with housing on three sides of the building.

Proposal

Advertisement consent is sought for signs on all elevations of the building as follows:-

<u>South elevation facing the railway line</u>
1no. internally illuminated rectangular sign measuring 7.5m x 1.3m x 220mm deep;
1no. internally illuminated square sign measuring 2m x 2m x 220mm deep;

<u>West elevation facing car park and residential property</u>
1no. non illuminated rectangular sign measuring 8.5m x 1.3m x 220mm deep;
1no. non illuminated rectangular sign measuring 6.85m x 5.75m x 80mm deep;

<u>North elevation facing Gordon Road</u>
1no. non illuminated rectangular sign measuring 8.5m x 1.3m x 200mm deep;

<u>East elevation facing Eastern Avenue</u>
1no.rectangular non illuminated sign measuring 8.5m x 1.5m x 80mm deep; &

1no internally illuminated double sided totem sign measuring 3.5m high x 1.54m wide x 400mm deep

All illuminated signs on a time switch to be turned on at 12 noon and off at 21.00

Consultations: None undertaken.

Representations: One letter of representation from 101 Gordon Road

- The plans show that there are 3 signs opposite our property which are non-illuminated
- A further sign is shown as illuminated at the end of Gordon Road
- This must be an error, as it is not mentioned on the block plan

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AH7
Submission Adur Local Plan 2016: P2, P15
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the proposed advertisements which would be considered in accordance with public safety and amenity grounds.

Public Safety

Two of the elevations of the building face onto a public highway, the north elevation faces Gordon Road, and has 1no. rectangular non-illuminated sign facing onto that road; the other elevation to the east, faces Eastern Avenue and has 1no. rectangular non-illuminated sign, together with 1no. internally illuminated totem sign. This sign is double sided, and thereby persons travelling north-south and south-north will be able to view the sign when driving or walking; and those travelling on a train will be able to see the Totem sign also.

The text of the Totem sign will be the only part illuminated and the luminosity of this sign will be a maximum of 600 cd/m2, which is in accordance with “The Institute of Lighting Engineers’ Technical Report number 5 : Brightness of Illuminated Advertisements 2001” as used by West Sussex County Council Highways.

It is considered that the signs on these elevations thereby accord with the Standing Advice from WSCC.

The remaining elevations are south and west. The south elevation has 2no. signs both of which are internally illuminated to text only and the illumination on both of the signs will be a maximum of 600 cdm2. This elevation faces directly onto the railway line. Again the luminosity of the signs are in accordance with the Standing Advice from WSCC and thereby are deemed acceptable. The west elevation has 2no. signs facing onto the commercial

buildings own car park together with the side elevation of no. 130 Gordon Avenue. Both of these signs are non-illuminated and thereby will not be at issue with the Standing Advice.

All of the signs proposed will thereby not result in a public safety issue.

Amenity

Largely all the signs facing the residential properties are non-illuminated, with the exception of the Totem sign within Eastern Avenue. However, this sign, which is double sided, faces up and down Eastern Avenue, and not directly to the residential properties, thereby not resulting in harm onto the properties.

The rectangular sign above the entrance door in Eastern Avenue, is positioned directly over the existing windows of the building, which in the first instance is considered bad practice, and secondly results in a building in which its resulting design and balance is unacceptable.

This sign could be moved to be either above or below the windows, which would thereby maintain its equilibrium with regard to design etc., and would still provide an advertisement to the main elevation of the building, but this has not come forward

Recommendation: SPLIT DECISION

APPROVE

All signs other than the sign over the windows on the east elevation
Illuminated signs will not be switch on until 12.00 noon each day and will be turned off on the same day at 21.00. The signs will remain off until the next day when the timing is repeated.

REFUSE

1no. non-illuminated sign covering the windows on the east elevation.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Eve Hearsey Date: 15.12.2016

Authorised by: Jo Morin Date: 16.12.2016