Development Management - Delegated Officer Report

Application Number: AWDM/0635/20 Recommendation – Approve

Site: 1 Stoney Lane, Shoreham-By-Sea

Proposal: Advertisement Consent for various internally illuminated fascia and totem signs; non illuminated freestanding and directional signs

Date of site visit: Viewed using Google Maps

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Suzuki (formerly Honda) garage on the corner of Stoney Lane and Upper Shoreham Road at the Holmbush roundabout. Consent is sought to replace the existing signage with 7 new signs comprising:

A) Rolled fascia panel with pushed through moulded 'S SUZUKI' and backed up 'Brighton' graphics with white keyline with red LED underline, internally illuminated, 16m across the Stoney Lane (West) frontage, 2.7m above the ground
B) Rolled fascia panel as sign A but less wide at 8m and at higher level, 6.4m above the ground on the West elevation
C) As sign B but on the North elevation
D) Double sided 5m high totem. Rolled and folded panels, fret cut with pushed through Suzuki and S graphics, with red LED edges on the verge on the Western site frontage, facing North and South
E) Single sided Welcome totem, 2.1m tall, to be sited adjacent to entrance doors on West side of the building
F) Directional sign, 1.05m x 0.85m on verge adjacent to site entrance
G) Suzuki fascia sign on North side of the building, measuring 5m wide, 2.5m above the ground.

All signs are internally illuminated except for signs E and F which are non illuminated. The proposed totem is the same height as the existing. The existing signs are illuminated. The proposed means of illumination will see the lettering and symbols illuminated only, plus red LED strips on the fascia signs and sides of the totem. The majority of the signs have already been installed, with the exception of the new totem.

Relevant Planning History

NOTICE/0021/19 - Application for permitted development for prior approval for change of use from offices (Use Class B1a) to 8no. residential units (Use Class C3) on first and second floors – approved

ADC/0200/10 – Replacement signage including partly halo- illuminated fascia sign and externally-illuminated projecting sign - approved

Consultations

None

Representations

1 letter received on behalf of the residents of Kingston Way:

ESSENCE: Most of the objections are self evident. However, the essence of the Appeal by residents of this domestic road of 20 bungalows, is that we are (i) relaxed about modest changes to Honda signage to the West and facing North, i.e. towards Holmbush roundabout, BUT (ii) strongly opposed to (and horrified by) any signage facing East, which would directly overlook some gardens and be an eye-sore along 250metres of residential road.

HISTORY: (a) At the outset of the Planning Application for the garage itself, 22 years ago, we were assured that zoning would be respected (as a fundamental condition of non-objection). i.e. no signage pointing East (Reference the garage applicant, Mr. Davis).
(b) Ten years ago this pledge was reiterated by the Honda garage management and premature plans were withdrawn as being in error.
(c) Amicable relations between the Honda garage and our bungalows in Kingston Way have been well maintained until this new Application during the Covid 19 pandemic. It seems remiss that unnecessary attempts are being made to push through this new agenda when everyone is in partial lock-down (even some Council web sites have not been open as advised and elderly residents, who may not be on line, are unable to submit adequate letters of objection).
(d) Carte Blanche. This application appears to seek permission to erect a plethora of unnecessary signage, when Honda already has a frontage facing the Holmbush roundabout and Stoney Lane of over 100 metres. New signage to the Western end of the Used Car lot would do less visual harm (because facing North). But new signage to the Eastern end would undoubtedly be dangerous, distracting and visually deleterious.

SUMMARY OF PERMITTED GROUNDS FOR APPEAL:

(i) Planning Policies (a) Zoning. The Council subscribes to National zoning directives whereby domestic buildings are not unnecessarily impinged upon by commercial or industrial advertisements - especially if high and/or illuminated. East facing Honda signs, flags or paraphernalia would violate this directive.
(b) Excessive signage. The Honda garage already possesses abundant signage and the Holmbush roundabout area itself is already excessively over-signed - in dystopian manner.
(c) Pollution. The proposals would increase light pollution.

(ii) Previous Decisions When granting Garage and Showroom planning permission, the Garage legally undertook to limit signage to a minimum and this has been the Council's yardstick for 23 years.

(iii) Highway Safety New signage near a Zebra crossing would be dangerous and visually distracting to motorists, pedestrians and cause more accidents.

(iv) Design/Appearance The garishness of the proposals and their proximity to homes would be an eye sore not only in a street but also in the roundabout precincts where even "Next" superstore made its signage "country-oriented and modest".

(v) Overlooking Problems: At No. 20 Kingston Way any signage, flags or constructions to the East of the Garage (or facing East) would completely overlook the rear garden and "commercialise" it, disturbing the residents and potentially causing sleep problems at night.

CONCLUSION: In view of the above, I trust that the Council Officers and the Planning Committee will refuse any new Honda signage except to the West or North of the already extensive Honda site. And even there, take steps to minimize or outlaw illuminated signage and fully maintain the domestic zone of Kingston Way.

Relevant Planning Policies

Adur Local Plan 2017 Policy 11, 15, 17, 27
National Planning Policy Framework (February 2019)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The signs are on the north and west sides of the building plus at the western entrance. No signs face east towards Kingston Way. The signs are generally replacements of existing but there is additional signage on the building. Despite being in a prominent location adjacent to a busy roundabout junction, the building itself is set well back from Stoney Lane, although it is more visible in views from Upper Shoreham Road. However, it is not considered that the proposals will cause harm to visual amenity.

Public safety

The signs will have luminance levels of 200cd/m2, with the totem less at 100cd/m2. These are acceptable levels which will not cause harm to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions

Case Officer: Peter Barnett Date: 11 June 2020

Authorised by: Gary Peck Date: 11 June 2020