Development Management - Delegated Officer Report

Application Number: **Recommendation – Approve**
AWDM/0478/14

Site: **Tesco, Holmbush Centre**

Proposal: **Advertisement consent for various replacement signage throughout the whole site including petrol filling station**

Date of site visit: 1.5.14

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to an out of town superstore, just off the A27 and north of Southwick. It is adjacent to the open downland landscape of the South Downs National Park.

Permission is sought for signage throughout the car park including the roundabout and on the exterior of the petrol filling station. The full schedule of signage is set in the application submission, and includes gantry signs.

Consultations
West Sussex County Council Highways:

Upon inspection of the plans, the majority of the proposed signs will be positioned internally of the site and not in positions that could obstruct the highway. I would ask that the applicant clarify the exact locations of the signs annotated G1, G2, GW/NE (x2), PB1, PB2 and Z3 at the Holmbush Centre Roundabout. They appear to be proposed in locations that are considered to be Public Highway. WSCC would not support the provision of private signage on land considered to be public highway.

Provisionally, there would be no highway objection to the majority of the signs located throughout the site. However, according to current records held at WSCC, signs G1, 2 x GW/NE, Z3, PB1 PB2 (located at the Holmbush Centre Roundabout) are proposed within the public highway (please see attached plans). The Highway Authority, therefore, would not be in a position to support this proposal. In order to overcome this reason for refusal, I would recommend that the applicant reposition the aforementioned signs outside the public highway.

Recommend Refusal:
The proposal involves the erection of a structure on land forming part of the public highway. This structure represents an obstruction to the public at large & endangers the satisfactory functioning of the local highway network.

Using guidance produced by the Institute of Lighting Engineers it would be advised that any illuminated signage with an illuminated area over 10m2 be no brighter than 600 cd/m. Signage with illuminated areas smaller than 10m2 should be no brighter than 800cd/m. It would be asked that this be secured via a suitably worded condition

South Downs National Park Authority: *No comment*

Representations
None

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1
National Planning Policy Framework (CLG 2012)

Assessment

Amenity

The new signage to the petrol station building and canopy structure is proportionate, and not obtrusive.

The largely functional various signs and adverts throughout the car park are modest in their size and positioning, and not obtrusive.

The signage at the roundabout would be more visible, but not harmful visually as this is a wide roundabout and the number of adverts would not be a proliferation.

The new gantry signs would be more prominent given their height and width against the backdrop of the open downland landscape of the adjacent South Downs National Park. In such sensitive locations new intrusive signage should be resisted. However, in this case, the new gantry signs replace existing ones, and the agent asserts their size in both width and height is the same; so the visual impact resultant from them would be no greater than at present and the special landscape qualities and the setting of the National Park would not be adversely harmed.

Restriction on the luminance of the new adverts for highway safety reasons would have the added benefit to avoiding light pollution in accordance with the National Park's policy on 'dark skies'.

Highway Safety

Following comments from the highway authority, clarity has been sought on securing the consent of the highway authority on the placement of proposed certain signs on the public highway. It has been established these signs are to be placed on land maintained by the highway authority.

However the highway authority has not explicitly raised objection to the proposed signage on safety grounds; only for reasons of the functionality of

the highway (i.e. their impact on future maintenance), which is a matter controllable under highway rather than planning legislation.

Accordingly, an informative can be attached to any decision notice advising this issue is resolved under the different legislation

The local planning authority agrees that, subject to limiting luminance, the signage would not cause a distraction to highway users to an extent as to endanger their safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard 5 adverts
2. Approved Plans
3. Restriction on luminance in accordance with WSCC specification

Informatives

i) The applicant is advised of the following comments from the highway authority:-

The proposal involves the erection of structures on land forming part of the public highway (signs G1, 2 x GW/NE, Z3, PB1, PB2). These structures represent an obstruction to the public at large & endanger the satisfactory functioning of the local highway network. They should be repositioned outside the public highway.

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

Case Officer: Matthew Porter Date: 24-6-2014

Authorised by: Peter Barnett Date: 24 June 2014