Expiry Date - 19/03/2015

Development Control – Delegated Officer Report

Application Number: AWDM/1452/14 **Recommendation – Approve**

Site: **Unit 1 Malthouse Trading Estate Brighton Road Shoreham-By-Sea**

Proposal: **Installation of 2 internally illuminated fascia signs and 1 internally illuminated flag sign in connection with proposed new discount food store**

Site and surrounds

The site comprises two 1980s purpose built light industrial/warehouse units and allied curtilage sandwiched between Brighton Rd (A259), to the south and the railway, to the north. It is situated adjacent to the Western Arm of Shoreham Harbour, to the east of Shoreham town centre in an industrial/warehousing area which takes on an increasingly commercial/retail character as it approaches Shoreham town centre.

To the north of the railway is the Dolphin Industrial estate and beyond this housing. To the south of Brighton Rd, across the adjacent industrial area and the river, lies the residential area of Shoreham Beach.

The site is flanked by warehousing units to the west and east

The terrain is flat and the rectangular shaped site is 0.65 hectares in size.

The A259 is a busy arterial road and vehicular access is obtained from the central part of the site. There is a right turn facility for west bound traffic but no pedestrian island.

The current buildings are around two storeys tall and of characteristic industrial design.

Prior to February 2011, the applicant states all four of the Malthouse estate units were occupied by Edwards BOC. Whilst they have been temporarily occupied since then they are now vacant.

On the highway verge adjacent to Unit 1 is found a memorial to PC Tooley.

The industrial land of which the site forms part is allocated in the adopted Local Plan for industry. In the draft Revised Local Plan the site is allocated for comprehensive mixed use waterfront development in accordance with the Western Harbour Arm Development Brief. The recently adopted Brief assigns the current industrial land to the north of the A259 as a ‘longer term redevelopment opportunity’ for a mix of uses including a significant number of residential dwellings (a further 150-550 units), subject to future review. The

Draft Joint Area Action Plan (JAAP) which was the subject of recent public consultation echoes this approach, recognising such development is unlikely to come forward in the lifetime of the Plan and cautions against premature/prejudicial development.

The site is in Flood Zone 1 and the land is close to identified potentially contaminated land.

Proposal

The proposal is to provide complementary signage for a scheme by Lidl to redevelop the site to build a 1726 sq ms gross internal floorspace (1286 sq ms sales area) Lidl retail store (A1) on the eastern part of the site and the provision of a 97 space car park on the western part. This was approved by Planning Committee in August 2014 and the decision issued shortly afterwards.

The signage application has been revised following officer concerns over the size of the flag sign.

The proposal comprises two wall mounted illuminated fascia signs – one on the SW corner of the building close to its entrance and 1.95 ms square and one on the front facing Brighton Rd 2.5 ms square also illuminated and both bearing the Lidl logo.

The flag pole sign is sited in the SW corner of the site, close to the verge. This is now 5.85 ms tall and the flag 1.95 ms square and is illuminated.

Site visit

29.1.15

Consultations and Representations

None received.

Planning Assessment

The principal issues raised are visual and neighbour amenity and highway safety and as such the application should be considered primarily against Adur Local plan policy, Draft Local Plan and the NPPF and WSCC standing guidance on Illuminated Signs Standing Advice.

Visual amenity

The flag sign as originally submitted was very large and sited prominently, close to the highway. The downscaled version is far less obtrusive visually and the applicants report that it is the standard signage for supermarkets of this size on busy roads. It remains somewhat large and the form of the flag

sign is considered to be ungainly and inelegant but this is the industry standard accepted commonly elsewhere and the flag form is used at the Worthing and Brighton stores without visual harm. Bearing in mind this is an industrial landscape the visual impact would be still less, especially as the sign would be partially screened by the large industrial building immediately to the west and backclothed by this when viewed from the east. It is recognised that there are no precedents for such a sign along this part of Brighton Rd, - not even the retail warehouse area just outside of the town centre- but is considered that it would be difficult to sustain a refusal given the obvious desire to advertise the presence of the store in an otherwise anomalous industrial landscape and compared to the scale of the buildings nearby, the sign is not overly dominant.

The fascia signs are not overly dominant or obtrusive on the building or townscape.

There are no residential buildings closeby and so the signage would not disturb any one. However, the applicants have agreed to switch off the illumination outside of operational hours (7am to 9.30 pm on Mondays to Fridays and 8am and 10pm on Saturdays or Sundays) in anticipation of residential development proceeding elsewhere in the Western Harbour in, line with planning policy.

The facia signs are remote from the highway and would not present a distraction.

Brighton Rd is a busy and important road. The flag sign is sufficiently away from the highway not to encroach onto sightlines for vehicles of pedestrians at the vehicular access to the adjacent industrial site just to the west. The flag is over 4 ms at its lowest point. The pole upon which the flag sits is very slim and views of west bound traffic from the vehicular entrance would not be compromised, nor from east bound traffic in the nearest lane as the sign stands to the east of the entrance.

The illumination is not overly bright for this location. The above complies with the standing WSCC advice.

No objections from WSCC have been received in any event.

Recommendation

Approve subject to standard conditions and no illumination outside operational hours

DELEGATED

Case Officer
Sign……PD……..Date 16.4.15

Authorising Officer Sign: Gary Peck Date: 16 April 2014