Development Management – Delegated Officer Report

Application Number: AWDM/1096/21 Recommendation: APPROVE

Site: Land at Kingston Wharf, Brighton Road, Shoreham West Sussex

Application for advertisement consent for 2no. internally illuminated totem signs and seven no. internally illuminated fascia/facade signs and four non-illuminated reception / facade signs.

Site and Surroundings

The site lies between the A259 Brighton Road and river, with frontage to each and is situated within the Western Harbour Arm of the Shoreham Harbour Regeneration Area, subject of the Joint Area Action Plan of 2019, (JAAP). Planning permission for a mixed-use business centre (office, storage and cafe uses) was granted on this 0.6ha site, as part of a wider redevelopment of the larger Kingston Wharf site (255 apartments to the east of this land parcel). The neighbouring residential development is under construction with the commercial building due to commence. The approved building comprises a northern and southern wing, linked by a central lower section

Proposal

This advert application has been amended since its original submission and now comprises:

Illuminated:

- Two totem signs (5.8m tall and 1.76m wide)
- Five high level facade signs (3no. Easistore & 2no. Wharf Works)
- A pelmet-mounted illuminated sign above loading doors
- Two pelmet-mounted illuminated sign above the cafe area
- All illumination is static (non-flashing)

Non-illuminated

- Four pelmet signs: 1no. above Easistore loading doors; 1no above Easistore reception reception entrance and 2no above Wharf Works reception entrance)

Relevant Planning History:

AWDM/0204/20 Mixed-use redevelopment comprising three blocks of residential dwellings (4 to 8 storeys) and mixed-use business centre (office, storage and cafe uses) - incorporating riverside walk, landscaping and ancillary car and cycle parking. **Decision** Approved with s.106 Agreement. 29.01.2020

AWDM/0511/21 Application to Vary Condition 1 of previously approved AWDM/0204/20 (various amendments) Approved 27.10.2021

AWDM/0507/21 & AWDM/0586/21: Discharge of conditions of AWDM/0204/20: 3. Phasing; 4. Enabling Works (remediation); 33. Heating; 43. Construction Management 45. Employment & Skills Plan Approved 07.04.2022

Other discharge of condition applications for the residential parcel are pending

Consultations:

Highway Authority: Locations of totems are acceptable and on private land (response 10-08-21). Illumination of totem signs should not exceed 300cd/m3 (response 20-08-21).

Shoreham Port Authority: With the letters being individually lit internally the intensity of light,should be towards E2 'Low District Brightness' for the riverside.(response 01-09-2022)

Representations: None

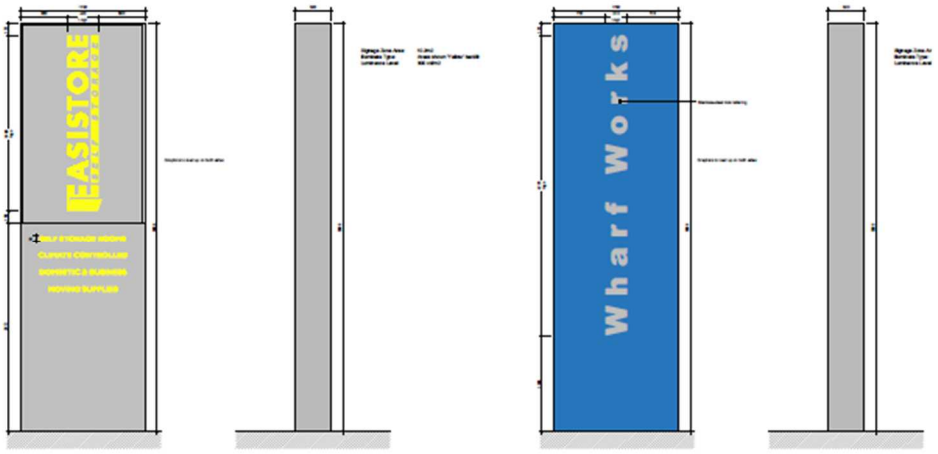
Relevant Planning Policies
Adur Local Plan 2017: Policy 15
Shoreham Harbour Regeneration Area Joint Area Action Plan 2019, (JAPP): Policies including CA7 & SH9
National Planning Policy Framework, 2021 (especially para 136)

Planning Assessment

Policies in the Local Plan and JAPP require designs which are of high quality. Under NPPF, adverts should not be poorly sited and decisions should be made in the interests of amenity and public safety. Local Plan Policy 15 concurs that consent will only be granted where advertisements respect the character and appearance of the surrounding area, and do not create dangers or hazards. Illuminated signs should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

Two illuminated totem signs.

These are to be located at the site frontage at either side of the forecourt. The easternmost would be 3.5m behind the existing footpath and 1m behind the position of the future widened footpath which will accommodate the future wider foot and cycle paths (secured by the s.106 Agreement of the original permissions). The westernmost would be 2m to the rear of the existing path and would abut the future rear-of-footpath.



Front/Back Elevation Totem A | Side Elevation Totem A | Front/Back Elevation Totem B | Side Elevation Totem B

Designs have been revised since their original submission to ensure that only the letter and logos will illuminate, this would be via internal lighting with a luminance not exceeding 300cd/m3, in accordance with the highway authority requirement and recommendations for suburban areas; Zone E3 of the Institute of Lighting Professionals document ' The Brightness of Illuminated Advertisements' (ILP, 2014).

At 5.8m height, they have been reduced by approximately 1m since original submission. They are now lower than the signage at Lidl and Kwik Fit, which are not part of the new harbourside development area. A minor correction has been made to ensure that the western totem does not impinge on the area of widened footpath as part of the approved redevelopment of the site (AWDM/0204/20 / AWDM/0511/21).

Other signs (Types A-F)

Seven illuminated signs are proposed on the building The applications categorises these as sign types 9A, C & F illuminated, B, D & E non-illuminated. Five signs are on the front and sides of the building. Two low intensity signs 'Wharf Works' and 'Cafe' on the riverside. Sings are summarised below.

Illuminated





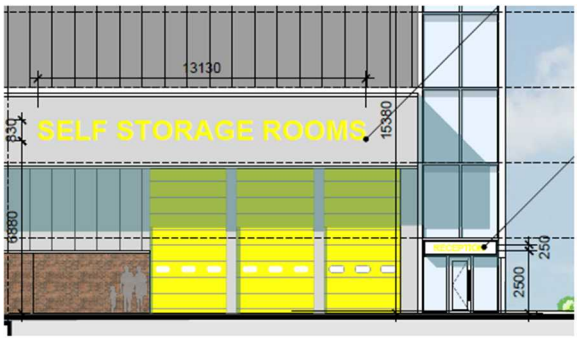
Type A) Three fascia type signs at the top of the northern wing are proposed on the road frontage, and the east and west sides and not on the river frontage.

These have been reduced, lowered and slightly relocated in the amended plans to be more centrally located on each of the three facades. They are internally illuminated lettering signs, with halo-effect perimeters (see photo below) with a luminance of 300 cd/m2, which complies ILP recommendations for Zone E3





Type C) Two illuminated ‘Wharf Works’ signs. One on each of the road and river frontages. These are grey steel with halo-effect and luminance of 300 cd/m2, also in accordance with ILP Zone E3 (which also meets Zone E2 for the riverside)

	**Type F)** Two illuminated letters' signs are proposed above the cafe area facing the river and to the eastern boundary (see red-circled locations) In accordance with the recommendations of the Shoreham Harbour Port Authority, the lighting zone adopted here is E2, which equates to low-brightness areas. As such these signs of 3.3sqm each should be no more than 400 cd/m2 each (the higher luminance value is permissible in E2 locations due to their small size).
Non-Illuminated	
	**Type B)** A non-illuminated sign proposed above loading doors, facing into the semi-courtyard are between the two wings
	**Type D)** A non-illuminated reception pelmet sign facing the semi-courtyard
	**Type E)** A pair of non-illuminated 'Wharf Works' reception pelmet signs facing west and south towards the river, formed of steel lettering

In consideration of these other signs the amended proposals create a reasonable balance between the interests of identifying and advertising the three commercial uses within the new building (storage, other commercial uses and cafe) and the design of the building and emerging character of the new riverside development area. The limited riverside signage comprising the illuminated cafe signage and Wharf Works sign at Zone E2 luminance levels is more muted than the larger yellow signage of the Easistore brand on other facades; the riverside signage is supported by the Port Authority, which is responsible for river navigation.

The use of planning conditions can capture the illuminance levels and ensure that lighting is static (non-flashing), which might have amenity and safety implications otherwise.

As the building is not yet constructed the applicant has asked that a period of three years be allowed for implementation, with the five year advertisement display period starting at the point of implementation. This is considered to be reasonable,

In summary, the amended application is supported and approval is recommended subject to conditions.

Recommendation: APPROVE

Subject to conditions

01. The development hereby permitted shall be carried out in accordance with the following approved plans.

PL 8450 Rev D	Proposed Totem Elevations	Received 26-08-2022
PL 8451 Rev D	Signage	Received 02-11-2022
37727-1A	Building Letters Front	Received 12-04-2022
PL 8120 Rev G	Site Plan With Totem Setting Out	Received 02-11-2022
PL 8400 Rev U	Proposed Elevations (sheet 1 of 2)	Received 02-11-2022
PL 8410 Rev U	Proposed Elevations (sheet 2 of 2)	Received 02-11-2022
PL 8420 Rev L	Proposed Sections/ Elevations	Received 12-04-2022

Reason: *For the avoidance of doubt and in the interests of proper planning.*

02. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

03. No advertisement shall be sited or displayed so as to:

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

04. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

05. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

06. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

07. The commencement of the display of the advertisements hereby permitted shall take place by a date not later than 31st December 2025 and this consent shall expire at the end of the period of 5 years beginning with the date of commencement of the display.

Reason: *To comply with Regulation 14 (7 & 8)*

08. i) The illumination levels of the illuminated advertisements hereby approved shall not exceed the following:

- Types A, C, F 300cd/m2 each
- Type F 400cd/m2 each

- Types B, D & E shall be non-illuminated

ii) All illumination shall be static in nature, not the flashing intermittent or type.

Reason*: In the interest of highway and river navigation safety and the visual amenities of the area in accordance with policy 15 of the Adur Local Plan 2017, policies CA7 7 SH9 of the* Shoreham Harbour Regeneration Area Joint Area Action Plan 2019 *and NPPF 2021*

Informatives

Informative 1. In accordance with Condition 6, the advertisement consent may be implemented not later than 31st December 2025. At the end of the period of 5 years beginning with the date of implementation the advertisements shall be removed unless an application has first been made and a further grant of advertisement consent has been given.

Informative 2. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to

the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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

Case Officer: Stephen Cantwell Date: 09/11/22

Authorised by: James Appleton Date: 9/11/22