Development Control – Delegated Officer Report

Application Number: AWDM/1384/16 Recommendation – APPROVE

Site: Supermarket The Co-operative Complex, Ham Road, Shoreham-by-Sea, BN43 6PA

Proposal: Advertisement Consent for various signage to be positioned to the north, east and west elevations of the Co-operative supermarket, together with additional associated signage located on the frontage of the site abutting Ham Road and within the car park.

Date of site visit: 23.09.2016

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site relates to the Co-operative Supermarket which is a circa 1980's construction, and is positioned behind high walls within Ham Road, with large arched entrances and open 'window' gaps within the walls for pedestrians to enter/leave in the first instance and to view into and out of in the second. Trees are planted within the shopping complex, which are viewed outside of the walls through the arches and viewing windows.

There are other small shops within the complex, but the Co-op is the largest store.

The north side of Ham Road is located in Shoreham Conservation Area.

Relevant History:

AWDM/0978/16 6no. non illuminated wall mounted banner frames for interchangeable poster signs **Granted Consent** 11.08.2016

ADC/0074/10 4no. externally-illuminated fascia signs and 20 associated car park and directional signs (non-illuminated **Granted Consent**

Proposal

The proposed signage will be a mixture of replacements and new and or altered signage, including a number of information signs. The mix will include illuminated and non- illuminated signs. Some of the signs do not require advertisement consent, but have still been included within the application.

The application relates the change of design and styles of advertisements of some 34 advertisements on and near the Co-operative Supermarket, Ham

Road, Shoreham-by-Sea. Many of the signage will not require advertisement consent, but because of the sheer number of them they have been included on the application.

The application comprises the following:-

Internally illuminated : Total 6 no.

A, B (2no.) Fascia's
C (1no.) Logo
D1, D2 (2no.) Projecting
P (1no.) Totem

Non-illuminated : Total 28 no.

E1, E2, F1, F2, G1, G2, G3, H1, H2, I, J1, J2, J3, K1, K2, L (16no.) Wall mounted Aluminium panel
M, O2, S (3no.) Post mounted aluminium panels
N, O1 (2no.) Post mounted double sided aluminium panels
Q, R1, R2, R3, R4, R5, R6 (7no.) Vinyl applied to existing signs

Total signs : 34

North Elevation (and parts within the north area of site) (Elevations 1, 2, 5, 6)

Proposed signs:-

A, F1, H1, B, H2, D2, E1, O2, O1, P, N, M, Banner frame I; Banner frame A.

A = Internally illuminated fascia sign measuring 1.05m x 6m. Positioned 3.41m above ground level

F1 = Non-illuminated measuring 600mm x 600mm and will be positioned to the side of the entrance door, 1.4m above ground level

H1 = Non-illuminated circular sign 450mm in diameter positioned 1.4m above ground level (same sign as H2)

B = Internally illuminated fascia sign measuring 1m x 7m. Positioned 3.41m above ground level

H2 = Non-illuminated circular sign 450mm in diameter positioned 1.4m above ground level (same sign as H1)

D2 = Internally-illuminated projecting sign comprising letters both sides of sign. Overall measurement 725mm wide x 850mm high x 117mm wide. Positioned 2.8m above ground level. (sign same as D1) **This sign will be outside of the complex on the brick pier next to the pedestrian arched entrance in Ham Road**

E1 = Non-illuminated circular sign 450mm. 1.4m above ground level. (same sign as E2)

O1 = Non-illuminated double sided sign on poles 1m x 1m (one side has red circle with white bar across the centre being the no entry sign). 1m above ground level.

O2 = Non-illuminated double sided sign on poles 1m x 1m (one side has red circle with white bar across the centre being the no-entry sign). 1m above ground level.

P = Internally-illuminated double sided Totem sign. 1.275m long x 4.5m high (from ground level) x 244mm wide

N = Non-illuminated double sided sign on poles 1m x 1m (one side has red circle with white bar across the centre being the no entry sign). 1m above ground level.

M = Non-illuminated sign on poles 1m x 1m. 2.1m above ground level.

Signs M, N, O1, O2 & P are positioned at the entrance/exit to the car park off Ham Road to be viewed from the street.

Banner Frame I = Non-illuminated sign, 930mm x 1.820m wide. 976mm above ground level

Banner Frame A = Non-illuminated sign, 930mm x 1.820m wide. 976mm above ground level

East Elevation (and parts within the east area of site) (Elevation 3)

Proposed signs:-

I, F2, J1, J2, J3, K1, K2, C, L, G1, G2, G3, S, Banner Frame B, Banner Frame C

I = Non-illuminated measuring 600mm x 600mm. Positioned 1.4m above ground level

F2 = Non-illuminated measuring 600mm x 600mm and will be positioned to the side of the entrance door, 1.4m above ground level

J1 = Non-illuminated sign measuring 600mm x 600mm. 1.4m above ground level (same sign as J2 and J3)

J2 = Non-illuminated sign measuring 600mm x 600mm. 1.4m above ground level. (same sign as J1 and J3)

J3 = Non-illuminated sign measuring 600mm x 600mm. 1.4m above ground level. (same sign as J1 and J2)

K1 = Non-illuminated circular sign 450mm in diameter. 1.4m above ground level. (same sign as K2)

K2 = Non-illuminated circular sign 450mm in diameter. 1.4m above ground level. (same sign as K1)

C = Internally-illuminated lettering 'CO-OP' . Measuring 1.321m x 1.4m high x 69mm depth. 3.7m above ground level.

L = Non-illuminated sign. 600mm x 600mm. 1.4m above ground level.

G1 = Non-illuminated circular sign 450mm in diameter 1.4m above ground level. (same sign as G2 and G3)

G2 = Non-illuminated circular sign 450mm in diameter. 1.4m above ground level. (same sign as G1 and G3)

G3 = Non-illuminated circular sign 450mm in diameter. 1.4m above ground level. (same sign as G1 and G2)

S = Non-illuminated circular sign 450mm in diameter. Speed Limit sign
Banner Frame B = Non-illuminated sign. 930mm x 1.82m. 1.485m above ground level

Banner Frame C = Non-illuminated sign. 930mm x 1.82m. 1.485m above ground level

South Elevation (Elevation 7)

Proposed signs:-

Banner Frame J, Banner Frame K

Banner Frame J = Non-illuminated sign.

Banner Frame K = Non-illuminated sign

West Elevation (Elevation 4)

Proposed signs:-

D1, E2, Banner Frame D, Banner Frame E, Banner Frame F

D1 = Internally-illuminated projecting sign comprising letters both sides of sign. Overall measurement 725mm wide x 850mm high x 117mm wide. Positioned 3.07m above ground level (sign same as D2)

E2 = Non-illuminated circular sign 450mm in diameter. 1.4m above ground level (same sign as E1)

Banner Frame D = Non-illuminated sign. 920mm x 1.82m. 1.4m above ground level

Banner Frame E = Non-illuminated sign. 920mm x 1.82m. 1.4m above ground level.

Banner Frame F = Non-illuminated sign. 920mm x 1.82m. 1.4m above ground level.

Consultations:

Southern Water : The applicant is advised to discuss the matter further with Southern Water, Sparrowgrove House Sparrowgrove, Otterbourne, Hampshire, SO21 2SW (Tel: 0330 303 0119) or www.southernwater.co.uk

WSCC : The Highway Authority has no objections, commenting:-

"Sign D2 will oversail public highway, the base of the sign will be 2.8metres above the footway. No highway concerns would be raised to this but if consent is granted the applicant would be required to apply for a Section 177 Licence to cover this structure .

5 Signs are proposed at the site vehicle access and egress point onto Ham Road. From inspection of the site plan, the WSCC Highway Boundary data, these signs are not proposed to be on land considered to be public highway. Given the alignment of the access arrangement the signs would not interfere with appropriate vehicle visibility at this point of access and egress onto Ham Road.

All illuminated signage is to be 400 cd/m. This is below the illuminance recommended by the Institute of Lighting Engineers. No highway concerns would therefore be raised to this aspect of the proposal.

In conclusion no anticipated highway safety concerns would be raised to this proposal. If the LPA are minded to grant planning consent the following informative note would be advised:

INFORMATIVE: Before the commencement of any operation, the applicant is advised to contact WSCC (01243 642105) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway."

Representations: None received.

Relevant Planning Policies

Submission Adur Local Plan 2016: P15
Saved Local Plan policies (ADC 1996): AB17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the proposed advertisements which will be considered on their effect of public safety and amenity, taking into account the provisions of the development plan; and any other relevant factors.

Saved policy AB17 of the Adur Local Plan states that 'Express consent will only be granted for advertisements which respect the character and appearance of the surrounding are, and do not create a danger or hazard to public safety. Policy 15 of the Submission Local Plan further clarifies that where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.'

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

Signs M, N, O1, O2 and P will be positioned at the car park entrance off Ham Road, and will be visible outside of the enclosed site. WSCC have been consulted and are of the view that no objections be raised

Amenity

The factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The Co-operative complex is sited sandwiched between the Shoreham Conservation Area, which is positioned to the north side of Ham Road and adjoining the site to the south.

The nearest residential properties are the terraced cottages on the north side of Ham Road, and the complex of 4-storey buildings comprising 40 no. flats adjoining the east side of the car park, 'Mannings'. The rear gardens of properties in New Road adjoin to the south, including the south side of the service entrance. The Police Station adjoins to the west.

There are 2no. Banner frame signs (J & K), on the south elevational wall, but these face into the co-op car park and will not harm the designated Conservation Area to the south.

The signs on the west elevation will face towards the Police Station, and will not be readily viewed outside of the site, and thereby do not result in harm onto the designated Conservation Area to the west.

The forward elevation (north) has many signs to be positioned there, but they largely are on the co-op building within the walled enclosure, and thereby do not result in harm onto the designated Conservation Area to the north

There are 4no. signs near the entrance and exit of the car park facing Ham Road, signs O1 (Exit/no Entry); O2 (Exit/no Entry); N (car park/ no entry); and M (car park). These 4no. signs are all non-illuminated, and are not

considered to have a demonstrably negative affect on the Conservation Area to the north.

But, there are 2no. illuminated signs to be positioned outside of and onto the walls containing the complex, namely sign P (Totem) and sign D2 (Projecting). These signs will be onto Ham Road, and directly face the Conservation Area to the north. It is considered that these two signs do have a negative impact on the designated Conservation Area and the character of the locality in general resulting in a loss of visual amenity.

Sign P (Totem) stands 4.5m in height; is double sided and is internally illuminated by white LED's. The Totem has the Co-op livery sign at its top followed by the days and hours of opening on the second panel; the next panel explains its wares and the remaining 2no. panels are blank but the information submitted states that these panels are for third party and membership information to be applied in digital print.

Although any advertisement consent is not approving the content of the advertisement, it would be permitting its dimensions and position, and of course its illumination.

Sign P Totem

Photographic records indicate that there has been no Totem sign, illuminated or non-illuminated, positioned on the street frontage of the complex in the history of the Co-op complex, and there has been no indication within this application that this has been a problem in any manner or form over the years. The dimensions of the Totem is 4.5m in height x 1.275m width x 244mm depth. It is considered that the Totem sign by reason of its siting, size and illumination, would course a negative impact on the character of the locality, and the conservation area in general, and the Totem is thereby recommended for refusal.

Sign D2 Projecting

Sign D2 is a projecting sign to be positioned on the external walls in Ham Road. Including the hanging bracket, the sign would measure 725mm in width x 850mm in height. The hanging bracket would support two lines of blue 3D lettering CO with OP beneath, the lettering would measure 616mm wide x 650mm high. The letters would be on both faces of the sign and would be internally illuminated on both of the sides. The bottom of the sign would be 2.8m above ground level, and the top would be 3.65m above ground level.

Again, photographic records indicate that there has been no signage outside of the site whatsoever, illuminated or non-illuminated, and the introduction of a sign would result in visual harm to the character of the area, including the Conservation Area.

Recommendation

Split Decision: Grant Consent and Refuse

CONSENT

1. Approved plans

2 -7 Standard advertisement conditions

Informative

For the avoidance of doubt, this decision Grants Consent to all of the signs, other than the internally illuminated Totem sign P positioned at the entrance to the car park of the Co-operative car park in Ham Road, and the internally illuminated Projecting sign D2 positioned on the high wall enclosing the Co-operative Complex in Ham Road.

REFUSE

1. By reason of its height and position, the internally illuminated Totem advertising sign P will represent a visual intrusion within the street which would result in the loss of character to the location together with the abutting designated Conservation Area.
2. The introduction of the internally-illuminated Projecting sign D2 positioned on the wall fronting Ham Road would form an alien intrusion into the street scene and would represent an unduly prominent addition in the character of the area to the detriment of the visual amenities of the locality together with the abutting designated Conservation Area.

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

Case Officer: Eve Hearsey Date: 22.11.2016

Authorised by: Jo Morin Date: 23.11.2016