Development Control – Delegated Officer Report

Application Number: AWDM/1859/20 Recommendation – CONSENT

Site: 57 – 59 Test Road, Sompting, BN15 0EN

Proposal: Application for Advertisement Consent for Installation 1 x slatted fascia sign with internally illuminated Co-op logo and non-illuminated standard Welcome text; 1 x internally illuminated Co-op logo; 2 x non-illuminated folded aluminium fascia signs; 1 x internally illuminated projecting sign; 1no. applied vinyl sign; and Vinyl photo coverings to 2no. of the main shop windows.

Date of site visit: Previous visit 06.06.2018

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application site relates to a 3 storey block, with virtually the whole of the ground floor occupied by Co-op supermarket, and the upper 2no. floors being residential. The supermarket reads as a neighbourhood supermarket, within a large housing estate. The remaining ground floor unit of the block is occupied by 'Sompting Fish Bar'.

Directly to the front of the supermarket is a dedicated customer parking area, with ingress and egress at each end of the parking area. The retail supermarket is located within a Housing Estate.

Advertisement consent is sought for the display of various signs largely to replace the existing signs wit the new Co-Op corporate colours.

Front elevation (north west), next to 'Sompting Fish Bar', the proposed signage is as follows:-

Front elevation

- 1no. 'slatted' grey fascia sign with co-op logo and lettering stating 'Welcome to Sompting's Co-op' ~ Logo & Lettering to be internally illuminated by LED's to 300 candelas/m2
- 2no. 'folded' fascia signs (blanks)
- 1no. projecting sign of Co-ops logo ~ Internally illuminated letters on both sides with white LED's 300 candelas/m2
- Vinyl coverings to main front shop windows showing coloured photos of fruit and vegetables

Side elevation

- 1no. wall sign of Co-op lettering ~ Internally illuminated by white LED's 300 candelas/m2

Rear elevation

- Goods delivery sign

Relevant Planning History:

AWDM/0679/18 Replacement of various signage on north and west elevations of Co-op with internally illuminated fascia and projecting signage. **Grant Consent 27.06.2018**

Consultations: None

Representations: Sompting Parish Council: No objection

Relevant Planning Policies

Adur Local Plan policy 15
National Planning Policy Framework (2019)
National Planning Practice Guidance
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) 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; (iii) whether the display of the advertisement in

question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

The advertisement consent application largely seeks the replacement of the existing signs with the current Co-Op corporate colours and logo and updating the lighting to be more sustainable with regard to power usage.

The application states that the luminosity of the signs will be the maximum of 300 cd/m2. This level of luminosity conforms to the Institute of Lighting Engineers Technical Report number 5 recommended maximum luminance levels and is lower than that for zone 2 ‘Low district brightness areas (e.g. rural or small village locations). Therefore the lighting levels is acceptable for the location.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign. The signs will not harm public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

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

Case Officer: Eve Hearsey Date: 07.01.2021

Authorised by: Peter Barnett Date: 7 January 2021