Development Management - Delegated Officer Report

Application Number: **AWDM/1175/15**

Recommendation – Approve

Site: Marks and Spencers Plc, Holmbush Centre, Upper Shoreham Road

Proposal: 7 no. internally illuminated fascia signs and 1no. internally illuminated totem sign (to replace existing signs)

Date of site visit: 18 August 2015

Neighbours checked: Y

Additional neighbour notifications: Site notice dated 18.9.15

Proposal, Site and Surroundings

The application site comprises the easterly wing of the Holmbush Centre which is occupied by Marks and Spencers. The building is single storey and incorporates a brick and glass façade to the southerly entrance with a clay tiled roof. The nearest neighbouring units comprise a fast food restaurant and large supermarket located within the remainder of the building to the west. The building overlooks the customer car parks to the south and east and is situated adjacent to the A27 to the north. There are residential dwellings to the east of the site beyond a steep embankment adjacent to the car park.

Consent is sought for the display of fascia signs to the building façade and a free standing totem sign located within the car park, to the south of the building to replace existing signage

- 7 'fascia' signs to replace existing signs in roughly equivalent positions on the building. 2 of these would replace the existing entrance signs with the green clad surrounds sprayed black and a white background with halo illuminated individually-applied black 'M&S' and 'M&S FOODHALL' letters, 1 being internally illuminated white 'M&S' lettering with black returns to front gable, below the gable the existing green fascia background would be sprayed white and individual black 'Marks & Spencer' lettering would be halo lit, on the tower at the rear of the building the 3 existing 'M&S' signs acrylic faces and lights would be replaced with new white faces and lights with no alterations to the size or positioning etc.
- The existing totem sign in the car park adjacent to the bus stop would be retained but the green background would be resprayed black and with new white acrylic fronts and black sides to the M&S lettering

  Maximum luminance would be 250 candelas/square metre

Relevant planning history

SU/152/92 – 'M&S' directly applied lettering to north and west elevation of rear tower allowed at appeal 5.4.93

ADC/078/07 – ‘M&S’ on back boards to north and east elevations of rear tower allowed on appeal 4.7.07

AWDM/144/11 – 6 fascia and 1 totem sign (including individual ‘M&S’ lettering to north and east tower elevations) Approved 24.06.11

Consultations
Southern Water – no objections

Representations
None received

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

The determining issues relate to public safety and impact on visual amenity.

Policy AB17 of the Local Plan states that express consent will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Insofar as the signage on the rear tower and its effect on the South Downs landscape is concerned, the proposed signage replaces and replicates the existing lettering that was approved in 2011. There would be no alterations to the size or positioning and level of illuminance would be reduced and so the impact on visual amenity and public safety would not be altered.

The other signage on the building is also predominantly replacement of what currently exists with changes to the background colouring and letter colouring to follow the change in corporate design style. On the whole this change takes the form of replacing green backgrounds with white and white lettering with black, with the exception of those signs directly applied to the brickwork as in the tower described above and on the front gable which would be white lettering and on the totem which would be a black background with white faced lettering.

For the two signs set within the currently green clad entrance features, the size of lettering has been reduced to be framed within a white background and to include the ‘foodhall’ black lettering on the sign on the east elevation. The cladding to both of these entrance features would be altered from their current corporate green to black. The green background to the entrance fascia on the left hand side of the building would be sprayed white and with black letter facing. These represent the most significant changes but it is considered that in the context of this retail centre would not cause any significant impact to visual amenity or public safety.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-5
2. Drawing numbers:
   Drawing number 2000 Rev 00 entitled 'Existing External Entrance/Exit Elevations' deposited 10 August 2015
   Drawing number 2001 Rev 00 entitled 'Existing External Entrance/Exit Elevations' deposited 10 August 2015
   Drawing number 2010 Rev 00 entitled 'Proposed Site Plan' deposited 10 August 2015
   Drawing number 2010 Rev 01 entitled 'Proposed External Entrance/Exit Elevations' deposited 10 August 2015
   Drawing number 2011 Rev 01 entitled 'Proposed External Entrance/Exit Elevations' deposited 8 October 2015
   Drawing number 9004 Rev 00 entitled 'Proposed Signage Location Plan' deposited 10 August 2015
   Drawing number 9101 Rec 00 entitled 'Proposed Signage Section Details' deposited 10 August 2015

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

Case Officer: Rebekah Smith Date: 13 October 2015

Authorised by: Peter Barnett Date: 14 October 2015