Development Control – Delegated Officer Report

Application Number: AWDM/0658/12 **Recommendation – Approve**

Site: **Tesco Holmbush Centre Upper Shoreham Road Shoreham-By-Sea West Sussex**

Proposal: **Non-illuminated signage on proposed customer collection pod and canopy within customer car park**

Date of site visit: 10 May 2012 (Pre-application in connection with AWDM/0486/12 – Application for 'click and collect' facility)

Neighbours checked: N – Publicity by site notice only

Additional neighbour notifications: N

Proposal, Site and Surroundings

Permission is sought for 8 no. non illuminated signs on a proposed customer 'click and collect' facility located within the car park (178 square metres) of Tesco Superstore at Holmbush. The 'click and collect' pod and canopy is the subject of a separate planning application AWDM/0486/12.

The proposed signs consist of (numbering follows that on submitted drawings):-

Sign 1:- Non-illuminated vinyl graphic with white lettering on red background, 2.5m wide x 3.4m high (east);
Sign 4:- Non illuminated metal entrance sign (0.7m wide x 1m high) located on canopy support pole at height off ground of 1.4m. White lettering on red background (east);
Sign 6:- Non-illuminated vinyl graphic (2m wide x 2.4m high) applied onto roller shutter door (located under canopy facing 2 no. customer parking bays - north);
Sign 7:- Non-illuminated 'click and collect' branding circular sign with 1.2m diameter at approximately 1m off the ground (located under the canopy facing the 2 no. customer parking bays – north);
Sign 10:- Non illuminated metal entrance sign (0.7m wide x 1m high) located on canopy support pole at height off ground of 1.4m. White lettering on red background – same as Sign 4 but on west side;
Sign 11:- Non-illuminated vinyl 'click and collect' branding sign(1.7m wide x 1.5m tall) located 0.95m off the ground on south side of pod.
Sign 12:- Non-illuminated hanging sign attached to bottom edge of canopy 2.85m off the ground. Black lettering on yellow background 'Max Height 2.8m' (east)
Sign 13:-Non-illuminated A1 interchangeable poster in clip-frame located under the canopy (0.6m x 0.8m) facing north.

Relevant site history: AWDM/0486/12 Customer collection pod and canopy

Consultations: None

Representations: None

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
South East Plan (GOSE 2009): CC1, CC6, BE1
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

There is no objection is principle to advertisements providing they respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety (saved policy AB17).

Visual amenity

The proposed non illuminated signs are considered appropriate to the scale of the 'pod', for the purpose of identifying the 'click and collect' facility within the car park. Whilst the signs are brightly colourful, the lettering on the individual signs is not excessively large or intrusive. Other than a modest-sized directional sign (0.7m x 1m) there is no signage proposed on rear (west) of the collection which faces the site perimeter.

Highway safety

The signs are located well within the curtilage of the existing car park and would not be so visually prominent or intrusive such as to detract from highway safety.

Recommendation

GRANT CONSENT:-

The proposed non illuminated signage would not detract from the local environment and can take place without detriment to highway safety. It would consequently not conflict with the saved policies of the Adur District Local Plan (AG1, AB17) or the policies of the South East Plan (CC1, CC6, BE1)

Subject to Conditions:-

1-6 Standard conditions

7. Permission relates to approved plans:

Drawing No:2026(3178)P/21 Date Valid: 24.05.2012
Drawing No:2026(3178)P/22 Date Valid: 24.05.2012
Drawing No:2026(3178)P23 Date Valid: 24.05.2012
Drawing No:2026(3178)/P24 Date Valid: 24.05.2012

Is recommendation contrary to letter(s) of representation?

Case Officer: Jo Morin Date: 18.06.2012

Authorised by: Peter Barnett Date: 18 June 2012