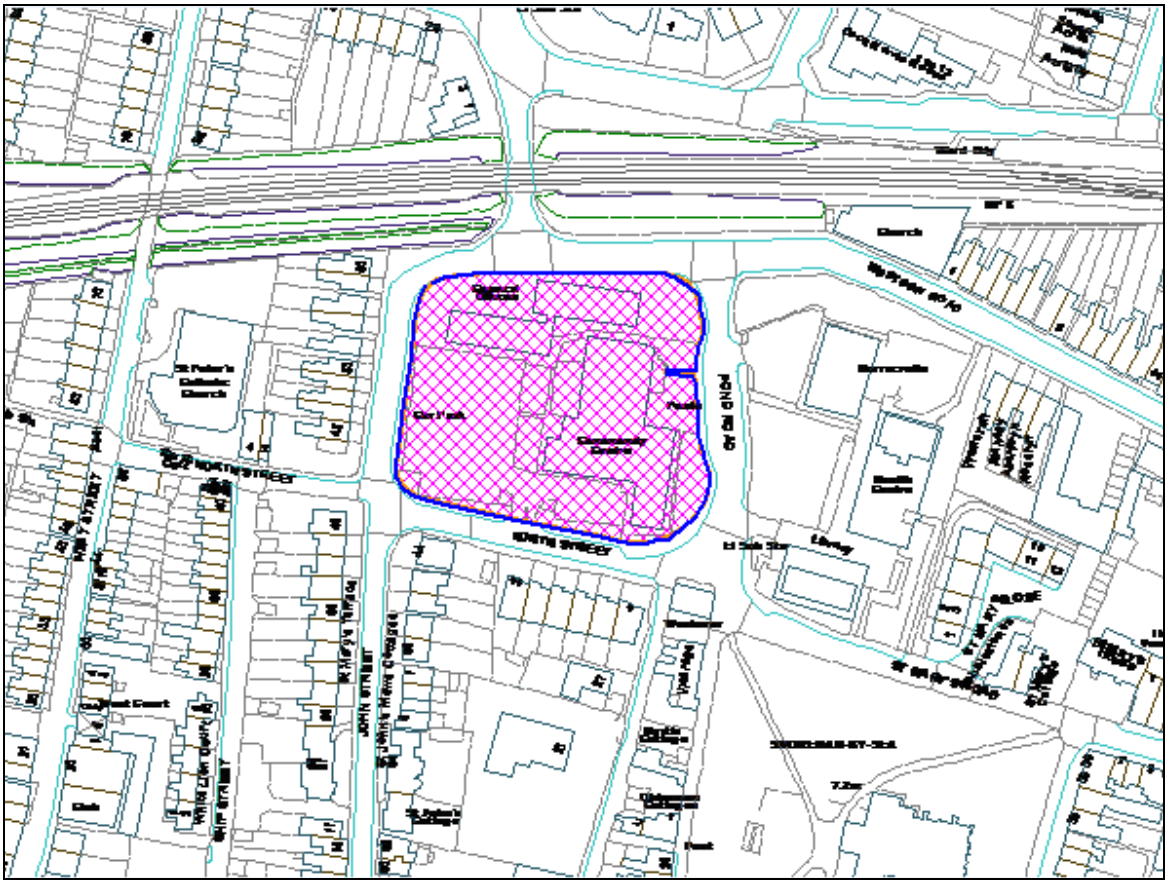
Application Number: AWDM/1748/15 Recommendation – APPROVE

Site: The Shoreham Centre, Pond Road, Shoreham-By-Sea

Proposal: Application for advertisement consent for 8 signs, comprising: 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non illuminated free standing monolith signs located adjacent to the front, rear and main car park entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.

Applicant: Mr Ben Turner, Adur & Worthing Councils Ward: St Mary's

Case Officer: Gary Peck



Not to Scale

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Background

This application was deferred at the January Committee meeting as members considered that the submitted information was not sufficiently clear enough to enable them to make a decision. The application was deleted from the last agenda for the February meeting, as the anticipated additional information had not been received.

The required information has now been received and a further period of re-consultation undertaken.

Proposal, Site and Surroundings

The proposal seeks advertisement consent for 8 signs, comprising: 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non illuminated free standing monolith signs located adjacent to the front, rear and main car park entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.

The 2 fascia signs would be located i) on the rear western elevation of the building and ii) on the northern elevation facing the railway line and the acrylic panel would be located above the main entrance of the building on the eastern side. These would consist of open trough lettering 'The Shoreham Centre' with a logo below.

The remaining signs would be free standing monolith signs, 4 of which would be 3 metres in height and 0.5 metres in width and would include details of all of the services located in the building including the Council, Cab, Community Trust, Coffee Shop, Talking News and 4Sight. One of the signs would be located close to the entrance of the building on the eastern side. 2 would be by the main entrance to the car park as accessed off North Street and 1 to the rear entrance of the building on the western side. A smaller sign, 1.5 metres in height would be located on the northern side of the building.

The application site is within the Conservation Area and is bounded to the north by the railway line, the west and south by residential properties and to the east by the library and Health Centre.

Relevant Planning History

Planning permission was granted in 2013 for the extension of the building to facilitate its current use (AWDM/106/13). Minor amendments were subsequently approved in 2014 and 2015.

Consultations

West Sussex County Council

After inspection of the plans provided the proposed signage are all to be erected on private land not considered to publically maintained highway.

The proposal includes 3 illuminated signs. The proposed luminance of these signs is 300 cd/m, this is below that advised by The Institute of Lighting Engineers for an area such as Shoreham.

Sign 7 is proposed in a location to the east of the access point serving the site adjoining North Street. North Street is a one way street with vehicle approaching from the west. Therefore there would be no concern regarding the placement of this sign with regard to vehicular visibility. Using the 1:500 scale block plan it is difficult to substantiate if the proposed sign will obstruct pedestrian visibility. It would be advised that a details plan, ideally 1:100 or 1:200 scale, is provided demonstrating the exact location of this sign. It must not interfere with a 2 x 2 pedestrian visibility splay east onto North Street.

In summary it would not be anticipated that application would result in a highways safety concern, subject to further information demonstrating that sign 7 does not interfere with pedestrian visibility. Should the LPA require further comments after this information has been provided please re-consult.

Following the receipt of further information:

A plan and photographic evidence has been provided. It is now clear this this sign is replacement signage and while taller will be narrower than the existing signage. After inspection of these documents no further concerns would be raised from the Highways Authority.

Adur Conservation Advisory Group:

Members were unable to draw any conclusions re this application due to the absence of the actual wording of the signs & details of their precise situation on the building

Shoreham Society

Raise concern that internally lit signage has been absent in the area apart from the unauthorised lighting at the La Galleria to which the Society has objected. The preservation of the Conservation Area has made Shoreham special and neon style signage would be the antithesis of this. A precedent would be set if such illumination were allowed.

Representations

Original Plans:

4 letters of objections have been received stating that internally lit and back lit signage is inappropriate for a Conservation Area such as this and that illuminated signage would cause a precedent for other businesses and should not be allowed near St Mary de Haura Church.

1 letter of comment has been received requiring clarification in respect of the position of the signage and subsequently stating that provided they stay as proposed, no further comment will be made.

No comments have been received following the further consultation in respect of the additional information.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB4, AB17

National Planning Policy Framework (CLG 2012)

Planning Practice Guidance (CLG 2014)

Relevant Legislation

The Committee should consider the planning application in accordance with:
Section 70 of the Town and Country Planning Act 1990 (as amended) that provides the application may be granted either unconditionally or subject to relevant conditions, or refused. Regard shall be given to relevant development plan policies, any relevant local finance considerations, and other material considerations

Section 38(6) Planning and Compulsory Purchase Act 2004 that requires the decision to be made in accordance with the development plan unless material considerations indicate otherwise.

Planning Assessment

The applicant's agent has provided further information which will be displayed at the meeting and has also commented:

Having just logged on to the planning portal, and read the objections which is mainly down to illumination etc, I would like to point out the following. The totems are all non-illuminated as stated in our planning application item 11d etc. It was also envisaged that the illuminated building signage would go off at the same time that the street

lighting in car park goes off if this helps the application and the luminance levels would not certainly not exceed 300.000 cd/m

As members will be aware, the Shoreham Centre building has now been operational in its current form since before Christmas, but at present there is no external signage on the building advising the public of the services now contained within the building.

Pre-application advice was sought prior to the submission of the application and it is recognised that because of the nature of the site, with pedestrian entrances to the east and western side, a further entrance door to the north and the vehicular entrance to the south, a number of signs would be required. Equally, though, regard needs to be given to the location of the site within the Conservation Area and to that end your officers felt it unnecessary, for example, that there should be signage at the western edge of the car park (towards the junction of North Street and John Street for example) and accordingly the submitted application locates the proposed signage in close proximity to the building's pedestrian and vehicular entrances as well as on the building itself.

Your officers consider the design of the signage to be acceptable. Monolith type signs are increasingly used now and are particularly useful in a building that contains a number of users as it allows all of their details to be displayed on the signage.

It is felt that the extension of the building has been successful in terms of its external appearance but in some areas lacks an identity that signage located on the building can provide. It is considered that the wall mounted signs, using a common logo on 3 elevations, will provide such identity as well as giving visual interest to the building. The applicant's agent has clarified that the monolith signs are non illuminated and the wall mounted signs could be turned off at the same time as the street lighting in the car park.

The additional information is considered to be sufficient to adequately determine the application and for the reasons above, it is recommended that advertisement consent be granted.

Recommendation

To GRANT advertisement consent

Subject to Conditions:-

1. Development in accordance with approved plans
2. Illuminance not to exceed 300.000 cd/m
3. Illuminated signage to be turned off at same time as car park lighting
4. Standard advert conditions:

   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.

   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.

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.

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.

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.

This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

14th March 2016