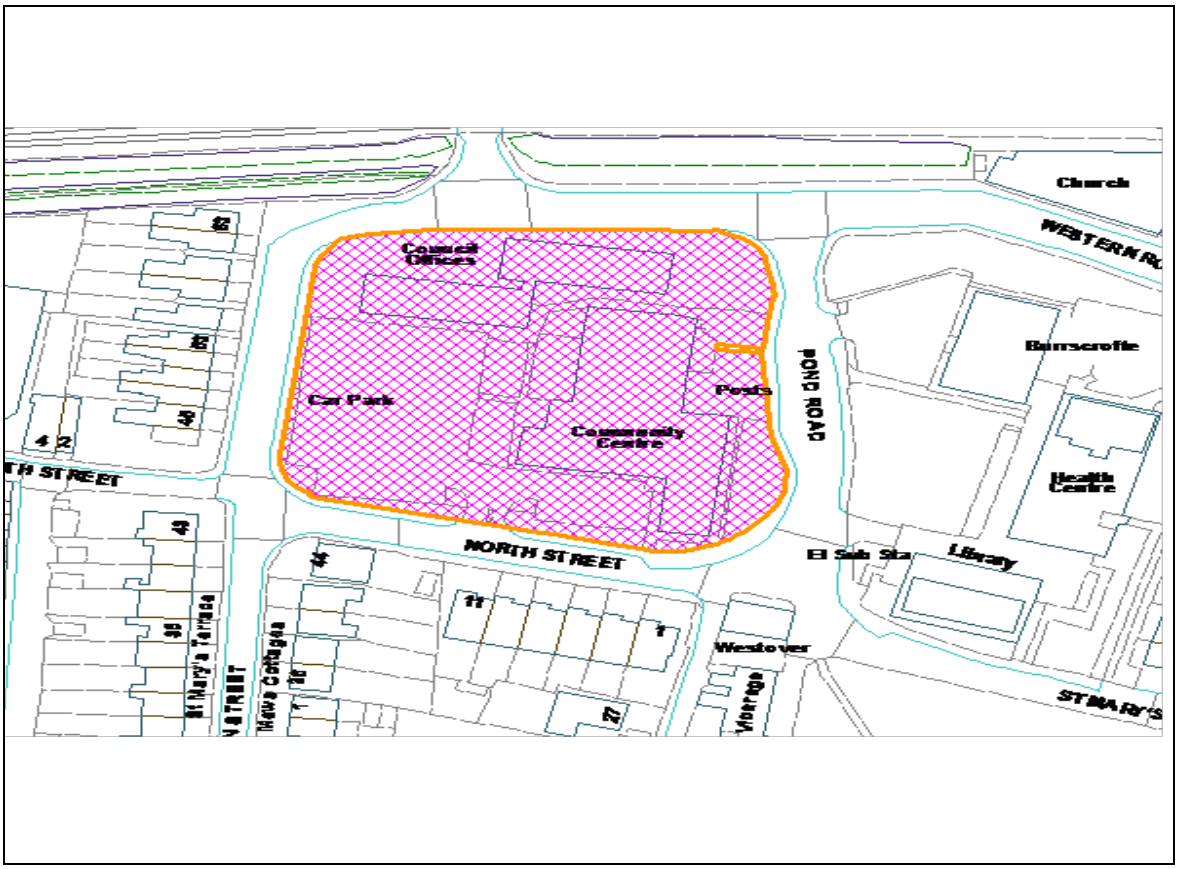
Application Number: AWDM/1748/15 **Recommendation – APPROVE**

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

Proposal: **Two internally illuminated fascia signs, 5 internally illuminated monolith signs and one internally illuminated acrylic panel**

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 last Committee meeting as members considered that the submitted information was not sufficiently clear enough to enable them to make a decision.

A meeting has subsequently been held between the case officer, applicant and agent to discuss the requirements of the Committee and further information will be submitted prior to the meeting.

Proposal, Site and Surroundings

This application seeks advertisement consent to erect 2 x internally illuminated fascia signs, 5 x internally illuminated monolith signs and one internally illuminated acrylic panel.

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 sign 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.

(An additional plan has been sent to West Sussex Council and their further comments are awaited)

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

Representations

1 letter of objection has been received stating that internally lit and back lit signage is inappropriate for a Conservation Area such as this.

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.

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 has been made aware of the previous Committee resolution and further information is anticipated prior to the meeting.

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.

Subject to additional information being received which provides sufficient information to demonstrate the type, location and materials to be used on each sign, the application is considered acceptable.

Recommendation

To GRANT advertisement consent

Subject to Conditions:-

01 Development in accordance with approved plans
02 Control over illuminance of signage
03 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.