Development Control – Delegated Officer Report

Application Number: AWDM/1365/15 **Recommendation –Split Decision APPROVE/REFUSE**

Site: **Unit 5 – 6, Malthouse Trading Estate, Brighton Road, Shoreham-by-Sea, West Sussex. BN43 6RJ**

Proposal: **Replacement non-illuminated external advertisement signage for Travis Perkins plc (part retrospective)**

Date of site visit: 15.12.2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The proposed advertisement consent application, seeks to erect 9no. advertisements, 2no. within the entrance area, 6no. on the warehouse building and 1no. on the far easterly section of the site.

Sign 1 positioned on the outside of the entrance gates to the west of the site;
Sign 2 positioned on the south side of the wall next to the west entrance;
Sign 3 positioned on the metal cladding of the warehouse to the west;
Sign 4 positioned next to sign 3 on the warehouse to the west;
Sign 5 positioned on the east end of the warehouse on the metal cladding;
Sign 6 positioned next to sign 5 at the east end of the warehouse to the east;
Sign 7 positioned on the west elevation of the warehouse, facing the road;
Sign 8 positioned on the east end of the warehouse facing the road;
Sign 19 positioned on the very far east end of the site, on the side of the building facing the road.

Many of the advertisements are quite large fascia type signs and all are non-illuminated.

Sign 1 measures 2.4m x 1.3m high
Sign 2 measures 2.4m x 1.3m high
Sign 3 measures 5.6m x 2.4m high
Sign 4 measures 5.6m x 2.4m high
Sign 5 measures 5.6m x 2.4m high
Sign 6 measures 5.6m x 2.4m high
Sign 7 measures 4.4m x 1.9m high
Sign 8 measures 4.4m x 1.9m high
Sign 19 measures 4.2m x 1.8m high

The proposal relates to advertisements for Travis Perkins. The site contains 2no. buildings, a warehouse building measures some 84m long x 21m deep, and the whole site measures approx. 200 metres x30 metres, being the main building used by the public as a drive through. The second building is located

on the far east of the site, with outside storage and plant hire, together with the vehicular exit positioned between it and the warehouse. This second building has other signage on it, not part of this application. The whole of the application property is located on the north side of Brighton Road (A259).

The site and the wider locality are within the Shoreham Harbour area, where historically the Port has provided a busy influx of commercial goods and uses. With ships moving containers back and forth, and other products non-related to the Port uses, have also thrived.

The industrial land of which the site forms part is allocated in the adopted Local Plan for industry. In the draft Revised Local Plan the site is allocated for comprehensive mixed use waterfront development in accordance with the Western Harbour Arm Development Brief. The Brief assigns the current industrial land to the north of the A259 as a longer term redevelopment opportunity for a mix of uses including a significant number of residential dwellings (a further 150 – 550 units), subject to future review. The Draft Joint Area Action Plan (JAAP) which was the subject of recent public consultation echoes this approach, recognising such development is unlikely to come forward in the lifetime of the Plan and cautions against premature/prejudicial development.

Travis Perkins is a supplier of most building and landscaping products and plant. This unit is a drive through, where customers enter the site within their vehicles on the west vehicular entrance and then drive into the warehouse, where they collect their goods and continue to drive though the warehouse out of the east opening and then leave the site from the east vehicular access.

Most of the business uses along this stretch of road, are large warehouse type buildings, and are positioned close to the roadside frontage. Many of the business uses have large advertisements on them.

The maximum speed limit of the A259 is 30 mph, meaning that although the road is very busy, the speed the cars are traveling enables car drivers the opportunity to view the warehouse buildings/businesses from a distance, thus enabling drivers to approach and enter the various sites without resulting in harm to other road users.

Consultations:
WSCC Highways
The application seeks part retrospective consent for non-illuminated replacement signage for the Travis Perkins site. Brighton Road is an ‘A’ classified and subject to a 30 mph speed limit at this point.

From inspection of the plans provided the proposed signage will be positioned on private land, not considered to be publically maintained highway. The signage will be non-illuminated and typically be replacing or adding to existing signage at the site. While some of the signage is larger and more prominent than the existing it would be difficult to substantiate that the proposal would result in a distraction to drivers over and above the existing situation. Therefore there would be no highway safety concerns raised to this proposal.

Representations: N

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 Adur Local Plan advises that the Planning Authority will only grant express consent for advertisements which:-

a) respect the character and appearance of the surrounding area, and
b) do not create a danger or hazard to public safety.

Principle

There is no objection in principle to the proposed development which involves advertisements.

Visual amenity

The warehouse building is within a business area, next to a main A road. This area has historically had a number of advertisements on the buildings for directional purposes as well as advertising the businesses.

A site visit will reveal that of the many commercial buildings/uses within the vicinity, many, if not all have large, and many, advertisements on them. It is considered that although there are at first glance a number of advertisements being replaced or placed onto the large warehouse building of Travis Perkins, they will not be out of keeping with this busy business locality.

However, from a site inspection, it was noted that some of the signs are superfluous as the ones on the outside of the warehouse inform all potential customers of the location of the building and products sold.

Sign no. 1, acts as a notification for customers approaching from the west, to the entrance access to this particular site.
Sign no. 2 is not visually noted when driving and thereby is considered not to be necessary as it adds to the clutter and proliferation of advertisements in the area.
Sign no. 3 is considered acceptable as it forms an advertisement arrowhead with sign no. 7, and acts as an informational/directional sign for customers approaching from the west.
Sign no. 4 is superfluous in this location and it contributes to the clutter and proliferation of advertisements in the area.
Sign no. 5 is superfluous in this location and it contributes to the clutter and proliferation of advertisements in the area.
Sign no. 6 is considered acceptable as it forms an advertisement arrowhead with sign no. 8 and acts as an informational/directional sign for customers approaching from the east.

Sign no. 7 is acceptable as it forms an advertisement arrowhead with sign no. 3, and acts as an informational/directional sign for customers approaching from the west.
Sign no. 8 is acceptable as it forms an advertisement arrowhead with sign no. 6, it acts as an informational/directional sign for customers approaching from the east.
Sign no. 19 is acceptable as it forms a notification of the site for customers approaching the site from the east.

There are many, many signs within the locality, there are also many advertisements on and within the application site, together with the neighbouring properties.

Indeed there is no great clarity from the applicant as to which of the signs that currently exist within the red edge of the application site, that are remaining and which are being removed.

Notwithstanding all of the above, this application relates to the fixation of 9 no. signs, and it is deemed that out of these, only 6 no. are considered acceptable, in that they will not give rise to undue harm to the amenity or public safety.

Recommendation

SPLIT DECISION

Grant Consent

Signs no.'s 1, 7, 3, 6, 8 & 19

Standard conditions 1-6
7. Approved plans

Refuse Consent

Signs no.'s 2, 4, & 5

1. Due to the size and number of signs proposed, signs numbered 2, 4 and 5 are REFUSED Advertisement Consent, as they represent an unnecessary proliferation of signs on the building resulting in a cluttered appearance of advertisements to the detriment of the visual amenities of the locality. The proposal is thereby contrary to Adur District Local Plan saved policy AB17.

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

Case Officer: Eve Hearsey Date: 31.12.2015

Authorised by: Jo Morin Date: 12.01.2015