Development Management - Delegated Officer Report

Application Number: AWDM/0679/18 **Recommendation – Grant Consent**

Site: **Co-op, 57 – 59 Test Road, Sompting, BN15 0EN**

Proposal: **Replacement of various signage on north and west elevations of Co-op with internally illuminated fascia and projecting signage.**

Date of site visit: 06.06.2018

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application site relates to a 3 storey block, with virtually the whole of the ground floor occupied by Co-op supermarket, and the upper 2no. floors being residential. The supermarket reads as a neighbourhood supermarket, within a large housing estate. The remaining ground floor unit of the block is occupied by 'Sompting Fish Bar'.

Directly to the front of the supermarket is a dedicated customer parking area, with ingress and egress at each end of the parking area. The retail supermarket is located within a Housing Estate.

Advertisement consent is sought for the display of various signs to replace the existing signs.

Front elevation (north west), next to 'Sompting Fish Bar', the proposed (and remaining) signage is as follows:-

1. 1no. projecting sign (Existing Pay Point)

2. 1no. fascia sign with internally illuminated letters. 4.825m wide x 800mm high x 92mm projection from wall x 2.394m above the ground (Sign A) (Proposed)

3. 1no. fascia 4.83m wide x 800mm high x 92mm projection from wall x 2.394m above the ground (Sign B) (Proposed)

4. 1no. projecting sign (Existing Lotto sign) (Existing)

5. 1no. fascia sign with internally illuminated letters. 4.806m wide x 800mm high x 91 projection from wall x 2.394m above the ground (Sign C) (Proposed)

6. 1no. Banner 1.82m x 920mm (frame A) (Proposed)

7. 1no. internally illuminated projecting co-op sign, including bracket 585mm projection x 675mm drop x 130mm wide (Sign D) (Proposed)

Side elevation (south west)

8. 1no. Banner 1.82m x 920mm (frame B) Proposed

Rear elevation (south east)

9. 1no. non-illuminated wall mounted sign 600mm x 600mm (Sign E) Proposed

Relevant site history:

S/47/97/TP Internally illuminated fascia signs
Approved Conditionally 30.10.1997

S/61/97/TP Externally illuminated fascia signs (Revised)
Approved Conditionally

S/51/98/TP Internally illuminated projecting sign
Approved Conditionally 20.10.1998

S/52/98/TP ATM at front
Approved Conditionally 20.10.1998

S/84/04/TP Replacement Fascia Sign (Internally Illuminated)
Approved Conditionally 22.11.2004

Consultations: None

Representations:

Sompting Parish Council
Customer made comments in support of the Planning Application

Relevant Planning Policies

Adur Local Plan 2017 : Policy 15
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Assessment

Upgrading of signage is acceptable in principle subject to the key considerations of the effects on visual amenity and public safety.

Visual amenity

There will be 2no. signs remaining and 7no. signs proposed, totalling 9no. signs on the co-op supermarket, some of which will be illuminated i.e. the 2no. fascia signs to the right and left of the frontage, and the new projecting 'co-op' sign. It is considered that the proposed signage, albeit in a predominantly residential area, will not be excessive, particularly as the wording on the fascia is quite minimal and the projecting 'co-op' sign is relatively small.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The advertisement on the neighbourhood supermarket is relatively low key and the lighting is stated on the application forms to be 400 c/m^2 which is lower than the WSCC Standing Advice for the area they are in, indeed 600 c/m^2 would be for Zone 2 Low District Brightness i.e. rural or small village locations.

The height of the proposed projecting sign would be 2.48m above ground level, which is 0.08m higher than the minimum.

Summary

The advertisements are relatively low key in design and luminosity, and they accord with the WSCC Standing Advice with regard to public safety. It is not considered they will negatively affect the character of the locality.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

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

Case Officer: Eve Hearsey Date: 26.06.2018

Authorised by: Peter Barnett Date: 26 June 2018