Development Control – Delegated Officer Report

Application Number: AWDM/1515/17 Recommendation – APPROVE

Site: Royal George, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TA

Proposal: 1 no. non illuminated fascia sign to north east elevation; 1 no. internally illuminated aluminium sign to north elevation and 1 no. non illuminated aluminium sign to north east elevation

Date of site visit: 03.11.2017

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site relates to the Royal George a former public house but now a carvery. The site is situated facing a roundabout servicing the A270 and access to the Holmbush Centre which includes Tesco; Marks & Spencers; Next. To the west of the Royal George is a Cooperative supermarket. Opposite the site is a Fire Station and Honda car sales. Outside of these commercial uses are residential properties in bungalow and two storey form.

Relevant History:

SU/250/88/TP/427 Internally and externally illuminated replacement signs
Granted Consent 08.12.1988

SU/31/05/TP/21737 Replacement externally illuminated signage
Granted Consent 24.03.2005

AWDM/0254/17 Replacement signage including new freestanding totem sign to east of building and various fascia signs on all front elevations, all internally illuminated
Split Decision. Two elements were refused:

1. By reason of size, height and position, the internally illuminated fascia type advertisement sign 05a on the building frontage will represent an overlarge, visually dominant and cluttered intrusion on the building which would in turn result in the loss of character to the location.
2. The introduction of the internally illuminated sign 05c positioned on the west chimney breast would form an alien intrusion into the street scene and would represent an unduly prominent addition in the character of the area to the detriment of the visual amenities of the locality

Proposal

The current proposed signage will comprise the following:-

- 1no Internally Illuminated logo to side elevation on Chimney
- 1no. Non illuminated emblem to front elevation
- 1no. Non-illuminated fascia sign comprising signwriting logo and lettering to front elevation

Sign 01- Internally illuminated paddle logo, positioned on the NW chimney breast positioned level with the eaves 4.6m above the ground. The sign would measure 1.31m with a maximum projection of .08m. The illuminance level is 200cd/m and would be static

Sign 02- Front logo sign positioned at 1st floor level poitioned between the west bay window and the next window. 4.8m above the ground measuring 1.13m x 1.13m

Sign 03- Front fascia sign positioned at 1st floor level positioned between the east bay and the next window. 4.8m above ground level. Measuring 3m wide x 1.02 high. Maximum individual letters of 26cm.

Consultations: None undertaken

Representations: None received.

Relevant Planning Policies

Submission Adur Local Plan 2017: policy 15
Saved Local Plan policies (ADC 1996): AB17
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the proposed advertisements which will be considered on their effect of public safety and amenity, taking into account the provisions of the development plan; and any other relevant factors.

Saved policy AB17 of the Adur Local Plan states that 'Express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Policy 15 of the Submission Local Plan further clarifies in that where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.'

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

The revised signs will be visible outside of the site and likely to be visible from the large roundabout serving the A270, to which this site faces. However, the luminosity of the chimney sign will be 250 cd/m which is within acceptable tolerances for such areas. Further, the proposed signage conforms within the guidance as set out in the Standing Advice for illuminated advertisements as issued by WSCC Highways.

Amenity

The factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

There are no historic, architectural, cultural or similar characteristics within the near locality of the site. The general characteristics of the locality are mixed with residential of various designs, sizes types; amenity sites such as the fire station opposite, with the ambulance station behind it; and commercial uses such as the co-operative supermarket next to the Royal George and Honda car sales opposite. Further along to the west there is Southlands Hospital, and opposite the site across from the roundabout, are more retail uses. Therefore it is not considered that in principle, the use of advertisements will have a derogatory use within such a locality.

The application has been submitted following a split decision earlier this year which refused two of the signs both of which were illuminated, one on the front elevation and one on the west chimney breast

The current proposal removes the illumination in the facia sign to the front elevation which was considered visually dominant and cluttered. The circular sign is still retained on the front elevation and appears to the same as the sign consented early this year but slightly lower at 4.8m above ground level. The issue is whether the loss of the illumination from the fascia sign would make the signage less visually dominated and cluttered. In terms of visual dominance the sign is improved by the removal of the illumination, and although the amount of signs on the front elevation would be retained it would not be so detrimental to be refused consent.

In terms of the signs on the west chimney breast, these were refused consent on grounds that the signs were unduly prominent and a visual intrusion out of character with the area. The current proposal involves less signage (one sign instead of 2) but the logo will still be illuminated and has been increased in size from 1.13m to 1.3m. This is still a large dominant sign in this location facing towards partly commercial but predominantly residential properties, which would have a detrimental impact on the visual amenities of the locality.

Recommendation

Split Decision: Grant Consent and Refuse

CONSENT

1. Approved plans

2 -7 Standard advertisement conditions

Informative

For the avoidance of doubt, this decision Grants Consent to all of the signs, other than the internally illuminated sign 01positioned on the west side elevation.

REFUSE

1. The introduction of the internally illuminated sign 01 positioned on the west chimney breast would form an alien intrusion into the street scene and would represent an unduly prominent addition in the character of the area to the detriment of the visual amenities of the locality

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

Case Officer: Jackie Fox Date: 20.11.2017

Authorised by: Peter Barnett Date: 22 November 2017