Development Control – Delegated Officer Report

Application Number: AWDM/0663/19 **Recommendation – Grant consent**

Site: **Manor Road Service Station, 96 Manor Road, Lancing, BN15 0HL**

Proposal: **Application for Advertisement Consent for Installation of 1no. Double Sided Internally Illuminated Flag Sign; 2no. Non-Illuminated Fascia Shop Signs; 3no. LED Lit Canopy Fascia Signs; together with various other non-illuminated signs within the site.**

Date of site visit:

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to an existing petrol filling station with associated shop which has recently been upgraded by providing such matters as 2no. additional pumps; an extension to the existing shop; and relocation of the existing jet wash.

The existing use did have some signage on the site, including a totem sign; canopy fascia signs; shop fascia and window signs.

Proposal

The application seeks advertisement consent for a mixture of signs, some illuminated and others not. There are other advertisements being put in which are covered by deemed consent, but are shown on the application.

The illuminated signs requiring advertisement consent consist of:-

1. 1no. double sided internally illuminated flag sign measuring 4.96m high x 1.6m wide x 400mm deep. Positioned on the east side of the site frontage. The illuminated sign section will measure 3.58m high and positioned on a pole. The bottom of the flag sign will thereby be some 1.38m above ground level. The illumination of the flag sign will be of various luminosity levels, with the bottom section being 80 cd/m2; the next bar being 200 cd/m2; then 55 cd/m2 and finally the highest section will be 300 cdm2 for the BP logo at the top of the sign;
2. 1no.externally illuminated shop fascia sign measuring 18.6m x 600mm high x 60mm deep. The illumination will be via a full length LED trough light of 280cdm2. The trough light source will protrude 300mm from the building;

3. 3no. fascia canopy signs above the pumps, with an internally illuminated LED line and logo. Each of the Canopy fascia signs will measure 15m in length;

The non-illuminated signs consist of:-

1. Shop window graphics;
2. 1no. non-illuminated shop fascia to the west elevation of the shop measuring 5.075m x 600mm x 60mm;
3. 1no. non-illuminated shop fascia to the east elevation of the shop measuring 5.625m x 600mm x 60mm;
4. Wall fixed sign measuring 1.25m x 1m x 30mm deep;
5. Various wall panels measuring approx. 600mm x 900mm

Relevant Planning History:

AWDM/1528/18 Conversion of the first floor flat to office and store for shop below, ground floor front/side (south/west) extension to existing shop with ramp and disabled access toilet. Front south, east and west side elevations to be clad in oak boarding, new multi hose fuel dispensers with new concrete paving, new canopy on 4no. new columns. Existing storage tanks decommissioned and new double skin tanks installed. Relocation of existing jet wash with air/water and vacuum unit to south east corner. Increased parking area to front of site and bin store to north west corner. **Approved 25.01.2019**

L/47/01/TP Double sided free standing internally illuminated advertisement display unit (on SW corner)
Refused 23.04.2001 **Appeal dismissed**

L/62/92/TP Internally illuminated module (pole) sign at front and spreader signs above pumps **Approved 27.05.1992**

Consultations:

Highways England:

"Highways England has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the strategic road network (SRN). The SRN is a critical national asset and as such Highways England works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. We will therefore be concerned with proposals that have the potential to impact the safe and efficient operation of the SRN.

In principle, we have no objection to the proposed development. However, we recommend that the conditions below are included in relation to the 1no. Double Sided Internally Illuminated Totem Sign and 3 no. LED lit Canopy Fascia Signs if you are minded to grant permission:

(1) Between sunset and sunrise the intensity of the illumination of the signs shall not exceed 300 cd/m2;

(2) Between sunrise and sunset the intensity of the illumination of the signs shall not exceed 600 cd/m2;

(3) Signs shall be fitted with a light intensity monitoring censor to ensure the illuminance intensity is dimmable to take account of ambient light conditions and comply with the maximum recommended lighting intensity; and

(4) The signs shall not display any moving, or apparently moving, images."

Representations:

Lancing Parish Council : No objection

Relevant Planning Policies

Adur Local Plan policy 15
National Planning Policy Framework (2019)
National Planning Practice Guidance

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) 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; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

There will be more advertisements on the Service Garage as remodelled than before, and there will be the inclusion of illuminated and non-illuminated advertisement. The Flag sign would be the most prominent and dominant on the site as it will be at an off centre position at the extended frontage of the site. The whole of the site is raised up from the pavement by approx. 1m, making the Service Garage prominent within the street scene.

The garage is within a residential area, and therefore it is incumbent on the local planning authority to consider the relationship of the advertisements to the residential properties, particularly the illuminated signs. Further there is a nearby Conservation Area, and the effect of the advertisements onto the Conservation Area is also a factor for consideration in the determination of the advertisement application.

As such, it is not considered that the proposed advertisements would result in unacceptable harm to the residential area or the conservation area, particularly given that a garage and nearby shops have been in existence for many years and have advertisements, including illuminated advertisements on them. Whilst it is noted that the proposed advertisements are illuminated unlike before on the site, it is considered that they will be acceptable within the context of the site; residential properties/conservation area; and nearby trunk road. They will be required to be switched off at night by condition.

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. Highways England, who are the responsible body for the A27 trunk road, have been consulted and have raised no objections to the advertisements, but do require conditions relating to the signs.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. No illumination outside of opening hours
9. The signs shall not display any moving, or apparently moving, images.

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

Case Officer: Eve Hearsey Date: 19.07.2019

Authorised by: Peter Barnett Date: 19 July 2019