Ex 5|5|10

Development Control – Delegated Officer Report

Application Number: ADC/0074/10 **Recommendation – Permit Application**

Site: **Supermarket Somerfield Complex Ham Road Shoreham-by-Sea West Sussex**

Proposal: **4 externally-illuminated fascia signs and 20 associated car park and directional signs (non-illuminated)**

The Application

The site forms the main part of the supermarket complex on the south side of Ham Road, Shoreham. The complex is a small commercial, semi enclosed area with the main focus being the supermarket. There is also a newsagent, café and takeaway pizza shop. The site is within a mixed land use area in close proximity to the town centre. The supermarket car park is to the east of the complex. Beyond this to the east are residential flats. To the south are terraced houses in Tarmount Lane. Opposite to the north are houses and offices in Field and Caxton House. Abutting the site to the west is Shoreham Police Station. The boundary of the Conservation Area is to the north, south and west of the site, the site itself being outside.

The current application is for advertisement consent for signs relating to the supermarket which is currently changing from the existing Somerfield brand to Co-op. The majority of signage is replacing the existing signs.

As originally submitted 24 signs were proposed in total including fascia and other ancillary signage on the building, car park signage and signage on the site frontage onto Ham Road. Amended plans have been received which show the signage reduced to 9 signs in total. Signs A, B and C are replacement fascia signs. These signs are mainly green with solid lettering, these are to be externally illuminated. Signs S, T and U are smaller wall mounted non-illuminated signs, directing to the entrance, car park and trolleys. Signs D, X and W are on the external boundaries of the site, also wall mounted directional, non-illuminated signage.

Consultations and Representations

Third Parties: **-** Original application – 2 representations have been received from a local resident at 12 Ham Road, Mrs Chaplin and Councillor Hotton, the local ward member. The following issues were raised: -

- 20 car parking signs is overly excessive.
- The illuminated signage will impact on the conservation area and signage on external wall of the complex is inappropriate.

- Who would see the illuminated sign on the top of the building?
- The signage is detrimental to the character and appearance of the Conservation Area.

Both Cllr Hotton and Mrs Chaplin have requested to speak at committee.

Following receipt of amended plans and advising the objectors that no additional illumination is proposed both have withdrawn their objections and request to speak at committee.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies

Policy AB17 of the Local Plan relates specifically to the applications for advertisement consent, and states that 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.

Visual Amenity

The proposed signage as amended is considered to be acceptable in this case. The site was designed as a commercial/retail complex with adjacent, ancillary car park, in close proximity to the town centre. The site is enclosed from Ham Road with a brick wall with arches leading to the retail entrances, through which the shops are visible. The shop entrances are set back from the pavement, with a pedestrian circulation area in front.

Although the site is in close proximity to the boundary of the Conservation Area, the proposed signage is not considered to have any adverse impact on the street scene or setting of this protected area. The signage on the whole replaces existing signage within the site and on the existing buildings and is required due to a change of brand of the supermarket. The three replacement fascia signs will replace existing internally illuminated signs. External illumination is proposed which is considered to have a lesser impact than existing as the illumination is projected onto the sign rather than from it. Being a commercial complex the signage is in keeping with the commercial nature of the site. The signage on the whole has been retained within the site to limit the impact on the surrounding area.

Highway Safety

It is not considered that the signs will distract road users or would cause any harm to public safety. The signs are for advertising and directional purposes only and are on the whole contained within the site.

Residential Amenity

As stated above the signage is mainly contained within the site or is replacing existing signage. There are residential properties surrounding the site and much of the signage will be visible from these properties. It is however considered that on the basis of the existing commercial character of this locality there would be no significant impact on the residential amenities of the local residents that would warrant a refusal in this case.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

6. The advertisements hereby ~~permitted~~ Granted Consent shall be in accordance with the following approved plans: -

Location Plan – received 10th March 2010.
Drawing no. 106654 1/4 – received 20th April 2010.
Drawing no. 106654 2/5 – received 10th March 2010.
Drawing no. 106654 5/5 – received 10th March 2010.
Drawing no. 106654 4/5 – signs T and U only – received 10th March 2010.

Reason: - For avoidance of doubt and in the interests of ~~proper planning~~. Visual Amenity.

Case Officer..... [redacted] .....Date.....30/4/10.

PB 30/4