expired 30/7/09

Development Control – Delegated Officer Report

Application Number: ADC/0216/09 Recommendation - Permit

Site: Co-Op Superstore South Street Lancing West Sussex

Proposal: Replacement of existing Co-Op signage with Asda signage

The Application

The application relates to a large supermarket site (currently Co-op) located on the west side of South Street, directly to the south of the main coastal railway line. The supermarket building is set back from the road by 70m, behind a parking and vehicle turning area for the use of Lancing Railway Station, with a large car park to the rear (west) with an access road along the south side of the site.

Permission is sought for the replacement and addition of new Asda corporate and information signage on and around the building. The signs proposed are (as amended): one replacement main entrance fascia logo on the east side entrance gable, 3.7m wide by 1m high (sign A); one new fascia sign facing west towards the car park, 7m wide, by 0.5m high (sign location 3); two replacement poster signs on the north elevation facing the railway, 2m wide by 2m high (sign location 14); one replacement main entrance totem sign fronting South Street, 1.1m wide by 4.3m high (sign location 01); one new double sided opening times sign to the east of the building facing the access way, 1.5m wide, by 1.1m high atop two mounting poles (sign location 02); one replacement recycling sign in the far west corner of the car park, 1.4m wide, by 1.1m high atop two mounting poles (sign location 12); two new disabled parking space signs and two new mother and baby parking space signs, 0.6m in diameter, atop mounting poles (signs locations 05 & 11); one new 24hr sign above the ATM machine in the east side of the building, 0.8m wide, by 0.3m high; and three directional signs within the car park 0.6m in diameter and fixed atop 2m high poles.

To the south and east of the site are busy shopping parades with a mixture of retail uses, with their own associated signage. Directly to the south behind a 2.5m brick wall is the north elevation of the end of the terrace No's 8 -20. Between it and the boundary wall is a vehicular access to the rear of the shops serving as access to the telephone exchange building, located directly south of the supermarket.

Consultations and Representations

Lancing Parish Council: No comments.

Third Parties: There have been no objections to the proposals.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17.
Design Bulletin No. 2 Shopfronts.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies
Local Plan policy AB17 states that express consent for advertisements will only be granted where proposals respect the character and appearance of the surrounding area, and they do not create a danger or hazard to public safety.

Visual amenity
Clarification has been made with regards to inaccuracies which were present between the submitted drawings and the dimensions of the proposed signs which were on the application forms. The signs as stated above are in most respects of similar scale, or where new, for example the disabled/mother and child parking signs they are modest in size and help to ease accessibility within the confines of the car park.

The proposed replacement signage and new signage are all considered to be appropriate in their size, proposed locations and choice of materials within the context of the commercial character of the site and the surrounding shopping area.

The only concerns raised with the original submission (other than the confirmation of the sign sizes) were how the main front fascia signage (sign C) was to be illuminated and how that may effect road safety, and that the proposed main entrance totem sign (location 01) was considered to be too large for its prominent position directly on South Street, being as it would have been, 3.1m wide, by 5m in height, whereas the current Co-op supermarket sign is approximately 1m wide, by 4m in height. The applicant has now clarified that this sign will be a like for like replacement 1.1m wide by 4.3m high, with no means of illumination. On the basis that it would be a direct replacement of what currently exists the design and scale of the sign is considered to be acceptable.

Recommendation

Standard advertisement conditions 1-5.

6. C14Aii 23.07.09 – AB17 of the ADLP
7. Notwithstanding the details on the approved plans 7288[20]02/revB & 90706V01 issue 4 both received on 23.07.09, there shall be no illuminated ASDA signage located on any part of the north side

elevation, and the totem sign located in the far east of the site shall be no more than 1.1m in width by 4.3m in height.
Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable having regard to policy AB17 of the Adur District Local Plan.*

8. C2B amended – The etc

9. The external means of illumination of the main entrance advertisement (location A) shall be installed in such a manner that the source of light is not directly visible from the road.
Reason: *In the interests of visual amenity and highway safety.*

Case officer: [redacted]
Date: PB 24/7