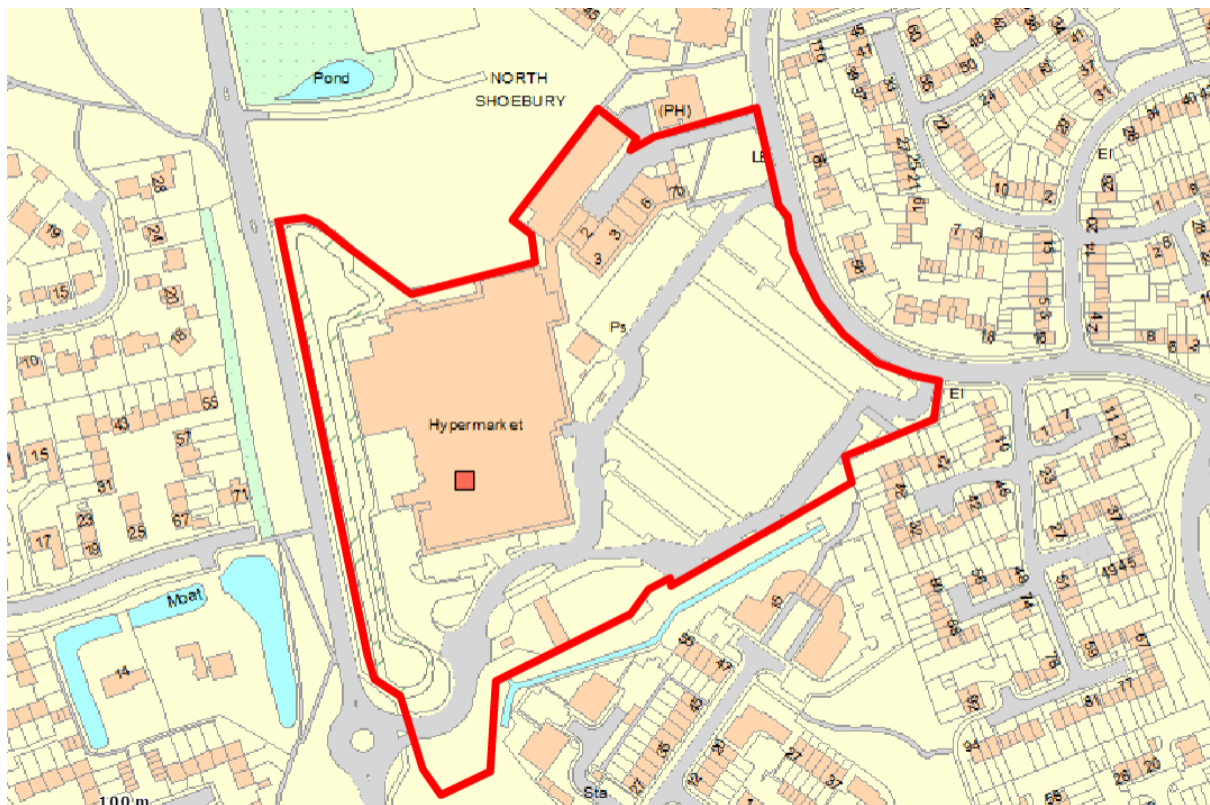


Reference:	17/00368/ADV
Ward:	Shoeburyness
Proposal:	Install three non-illuminated panel signs
Address:	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea, Essex, SS3 8DA
Applicant:	ASDA
Agent:	Whittam Cox Architects
Consultation Expiry:	09.04.2017
Expiry Date:	04.05.2017
Case Officer:	Janine Rowley
Plan Nos:	Site location plan 160428 PL_02; 24919pl01 Proposed location plan; 22919pl101 Signage
Recommendation:	GRANT ADVERTISEMENT CONSENT



1 The Proposal

- 1.1 Advertisement consent is sought to erect three non-illuminated panel signs within the car park of the existing Asda store. The adverts are to be sited on the approach from North Shoebury Road, to the rear of the existing petrol station and on the entrance/exit to Frobisher Way. The proposed aluminium panels for the adverts would be attached to existing steel posts replacing the existing adverts currently on site.
- 1.2 The adverts will detail include a welcome sign, recycling information and marketing campaigns associated with the supermarket.

2 Site and Surroundings

- 2.1 The site contains a supermarket and associated parking located to the northeast of the main A13 North Shoebury Road. North Shoebury Road also runs through the site linking to Frobisher Way to the east. The surrounding area is residential in character with a public house to the south, church to the north.

3 Planning Considerations

- 3.1 The main considerations in relation to this application relate to amenity and public safety.

4 Appraisal

Amenity

National Planning Policy Framework, DPD1 (Core Strategy) 2007 Policies KP2 and CP4; DPD2 (Development Management Document) 2015 policy DM1

- 4.1 The National Planning Policy Framework paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. The National Planning Policy Framework advises advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 4.2 Development Management (DPD2) Policy DM1 and the Design and Townscape Guide (SPD1) require advertisements to be well designed and sited to respect the character and appearance of buildings and the street scene.

4.3 The Council's Design and Townscape Guide states;

“Low quality poorly sited or excessive signage can have an adverse effect on both the image of the business and the wider area”.

“Large numbers of adverts add clutter to the streetscene and will not be considered appropriate”.

4.4 It goes on to state signage should not have a detrimental impact on townscape and should have adequate regard to its setting.

4.5 The site is an Asda store with customer parking to the front of Asda on the northern and eastern boundaries, with the service yard being at the rear of the store on the south western boundary facing the A13. The proposed advertisements will be sited in close proximity to existing signage in three different locations as stated in paragraph 1.1 above.

4.6 The proposed signs would be of a scale commensurate with that of the existing supermarket and given the existing adverts on site it is not considered their design, scale and position will have a detrimental impact upon the amenity of the area or lead to a proliferation of advertisements within the area. The application is therefore considered acceptable on amenity grounds and is compliant with Council policy.

Public Safety

National Planning Policy Framework, DPD2 (Core Strategy) policies KP2, CP3, CP4; (Development Management Document) 2015 policies DM1 and DM15

4.7 The proposed advertisements are within the site and adjacent to the highway. The number of advertisements proposed is considered acceptable and will replace existing adverts in the same position not resulting in any harm to any form of traffic or transport on land (including the safety of pedestrians), or in the air. Furthermore, the Councils Highway Officer has raised no objection to the proposed advertisements in terms of impact on public safety.

Conclusion

4.8 Having taken all material planning considerations into account, it is found that subject to compliance with the attached conditions, the proposed development would be acceptable and compliant with the objectives of the relevant development plan policies and guidance. The proposal would have an acceptable impact on amenity and public safety. This application is therefore recommended for approval subject to conditions.

5 Planning Policy Summary

- 5.1 National Planning Policy Framework 2012
- 5.2 Development Plan Document 1: Core Strategy (2007) Policies KP2 (Development Principles) CP3 and CP4 (The Environment and Urban Renaissance).
- 5.3 Development Plan Document 2: Development Management (2015) Policies DM1 (Design Quality), DM15 (Sustainable Transport Management)
- 5.4 SPD1 Design & Townscape Guide 2009

6 Representation Summary

Traffic and Transportation

- 6.1 No objections.

Public Consultation

- 6.2 Two site notices displayed on the 16.03.2017 and no letters of representation have been received.
- 6.3 Councillor Assenheim requested this application be dealt with by Development Control Committee.

7 Relevant Planning History

There is an extensive history relating to this site, the most relevant applications include:

- 7.5 Erect four externally illuminated fascia signs, one non-illuminated hoarding sign and four non-illuminated signs to proposed canopy area- Granted (13/00572/ADV)

8 Recommendation

8.1 Members are recommended to GRANT ADVERTISEMENT CONSENT:

- 1 This consent is granted for a period of 5 years beginning from the date of this consent.**

Reason: To comply with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 The advertisements shall be displayed in accordance with the approved plans: Site location plan 160428 PL_02; 24919pl01 Proposed location plan; 22919pl101 Signage.**

Reason: To ensure that the advertisements are displayed in accordance with the policies outlined in the Development Plan.

- 3**
- (a) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.**
 - (b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**
 - (c) Where any advertisement is required under the Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.**
 - (d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**
 - (e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including coastal waters) or aerodrome (civil or military).**

Reason: Required to be imposed to comply with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework. The detailed analysis is set out in a report on the application prepared by officers.