

Application No: 2006/100	Application Type: Advertisement
Proposal: Four illuminated signs on the building and freestanding non-illuminated signs	Location: ASDA, St Mary's Way, Rawtenstall
Report of: Development Control Team Manager	Ward: Hareholme Status: For Publication
Report to: Development Control Committee	Date: 12 September 2006
Applicant: ASDA Stores Ltd	Determination Expiry Date: 26 April 2006

REASON FOR REPORTING **Tick Box**

Outside Officer Scheme of Delegation
Member Call-In

Name of Member:

Reason for Call-In:

3 or more objections received X

Other (please state)

HUMAN RIGHTS

The relevant provisions of the Human Rights Act 1998 and the European Convention on Human Rights have been taken into account in the preparation of this report, particularly the implications arising from the following rights: -

Article 8

The right to respect for private and family life, home and correspondence.

Article 1 of Protocol 1

The right of peaceful enjoyment of possessions and protection of property.

APPLICATION DETAILS

1. The Proposal and the Site

Prior to opening of the new ASDA store advertisement consent was sought in respect of those signs they wished to erect upon the building and within the grounds which would not benefit from 'deemed consent'.

As a result of objections from the Highway Authority which the applicant has needed to address by way of amendment of the scheme it has not been possible to report the

application to an earlier Committee meeting.

A retrospective consent is now sought for the following illuminated signs upon the building :

- a) Three signs on elevations/in positions to be visible from St Mary's Way, each comprising of 2.3m high green letters spelling-out 'ASDA' (and in 2 cases containing a logo of comparable height), illuminated by way of spotlights attached to the building.
- b) A sign on the rear elevation, over the store entrance facing the car park, comprising of 2.3m high green letters spelling-out 'ASDA', illuminated internally.

Consent is also sought for various freestanding signs on the site frontage/in the vicinity of the two vehicular access-points. They vary in their inscription and size, some as big as 2.6m x 3m for the purpose of welcome/to provide information about opening hours and others as small as 0.7m diameter for the direction of delivery lorries.

2. Policy Context

In accordance with the Advertisement Regulations, Policy DC5 of the Rossendale District Local Plan indicates that applications for advertisement consent will be determined having regard to the issues of amenity and public safety.

3. Consultations

LCC(Highways) had objection to the originally submitted scheme on highway safety grounds, most particularly because of the siting/size of freestanding signs proposed near to the vehicular access-point to be used by customers. As a result of amendments to the scheme it has withdrawn its objection to the application.

4. Representations

Letters of objection to the application have been received from six local residents (all of whom occupy houses on Haslingden Old Road between 96 & 110). Their objections are limited to the illuminated sign proposed on the rear elevation of the building, about which they "...this sign is purely decorative....seen only by those customers who have already parked their car....projecting considerable glare into the houses on Haslingden Old Road where we live".

A couple of the letters refer to the recent felling of trees immediately to the rear of their houses, the retention of which would have screened the rear elevation of the building from view.

5. Assessment

I concur with the view of the Highway Authority that the scheme, as amended, does not detract unacceptably from public safety.

In terms of amenity it is appropriate to consider the applications impact upon :

- a) Street-Scene/Rawtenstall Town Centre Conservation Area; &
- b) Neighbour Amenity.

Street-Scene/Rawtenstall Town Centre Conservation Area

The illuminated signs on the building visible from St Mary's Way, and that on the rear elevation, are not of disproportionate size in relation to the building, nor of a form

inappropriate to it. Accordingly, I am satisfied that they do not detract to an unacceptable extent from the character and appearance of the area.

With respect to the freestanding signs, they are for the most part acceptable. Until the planting-season for shrub/tree planting to be undertaken on the site comes round some do appear a little stark. At the present time there are 3 signs near the vehicular access-point to the customer car park to deter its use by delivery lorries. I consider it appropriate to require, by means of a condition, a form of such deterrence with signage of less visual intrusion/cumulative impact after 3 months.

Neighbour Amenity

All the neighbour objections relate to the internally illuminated sign on the rear elevation of the building.

With respect to the point residents make about the recent felling of trees, I would advise that their removal is, to say the least, regrettable as it has exposed the rear elevation of the new store/rear car park to view from certain properties on Haslingden Old Road unnecessarily/unexpectedly. This tree felling was not undertaken by ASDA, but by the owner of the adjacent land. It is hoped that they can be prevailed upon to undertake replacement-planting which, with time, will re-store the tree-screen.

With respect to the sign of concern to residents, it is sited approximately 100m from the party boundary with the residential properties it faces, more than this in relation to properties from which the tree-screen has been removed. Whilst I can appreciate ASDA's wish for an illuminated sign of this size/form over the principal entrance to the store for users of the upper car-park, I consider that the amenities of neighbours need to be adequately protected. The Agent has indicated that level of luminance of this sign will not exceed level referred to in the Institute of Lighting Engineers Report No 5. It allows maximum levels of luminance for signs to be established in a manner that reflects the sensitivity of different 'zones' of use. I consider it appropriate to condition any consent to secure maximum levels of luminance for the four illuminated signs reflects the greater sensitivity of the land use to the rear of the site. Additionally, I consider it appropriate to require that this particular sign is not illuminated more than 30 minutes before the store opens to customers or more than 30 minutes after it closes to the public.

6. CONCLUSION

On the basis of the amended scheme, and the conditions recommended, it is not considered that the signs for which consent is sought will detract unacceptably from public safety or visual/neighbour amenity.

7. RECOMMENDATION

That retrospective consent be granted, subject to the following conditions :

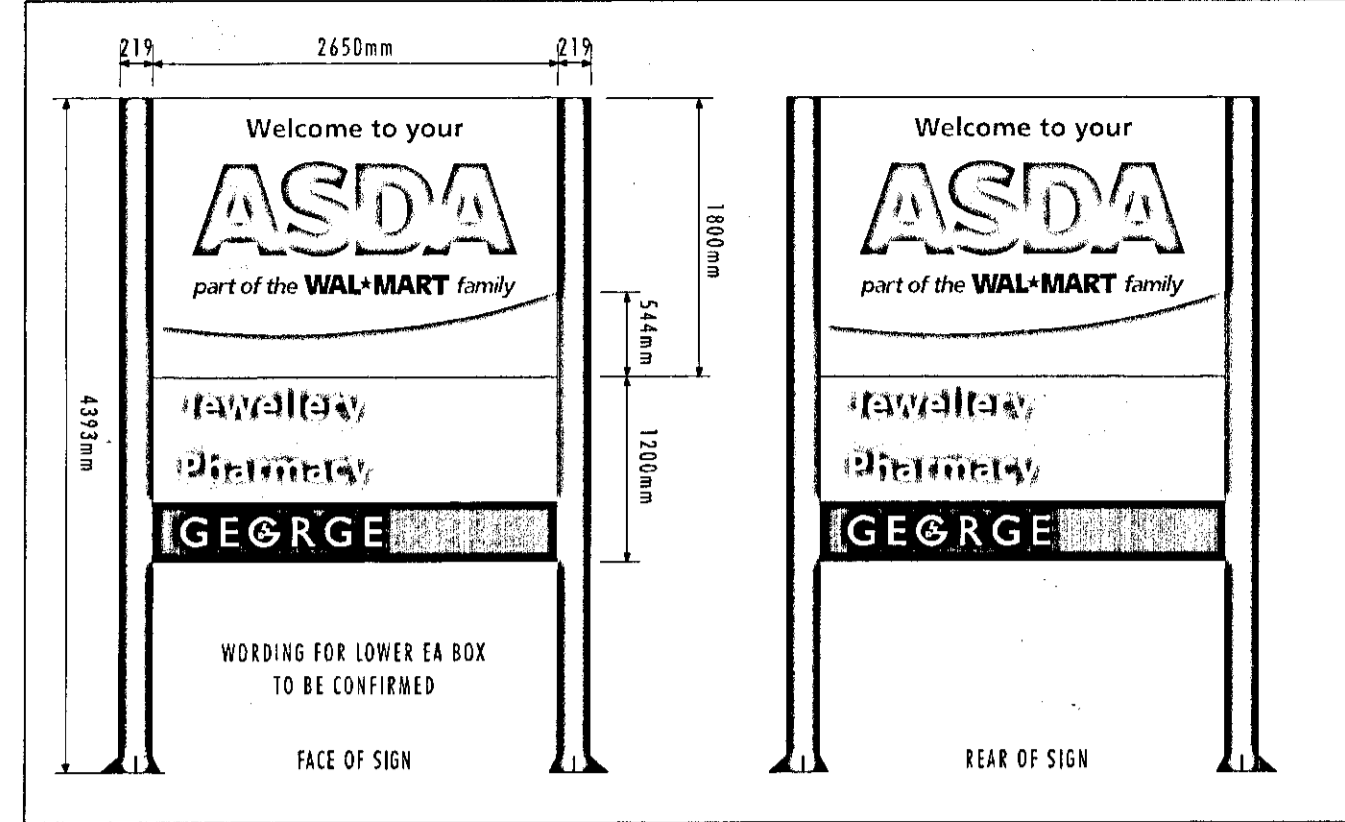
- 1 Notwithstanding the details shown on the drawings hereby consented to :
 - a) the level of luminance of the four illuminated signs shall not exceed the candela levels of referred to in the Institute of Lighting Engineers Report No 5, having regard to the most appropriate 'zones' defined therein.
 - b) the sign on the rear elevation of the building (Sign A) shall not be illuminated at any time which is more than 30 minutes before the store is open to the public or more than 30 minutes after it has closed to the public.

- c) Within 3 months of the date of this consent the three signs in the immediate vicinity of the vehicular access-point to the customer car park to deter its use by delivery lorries to the store shall be removed and any alternative signage to be erected to deter such lorry movements shall first have been submitted to and approved in writing by the Local Planning Authority.

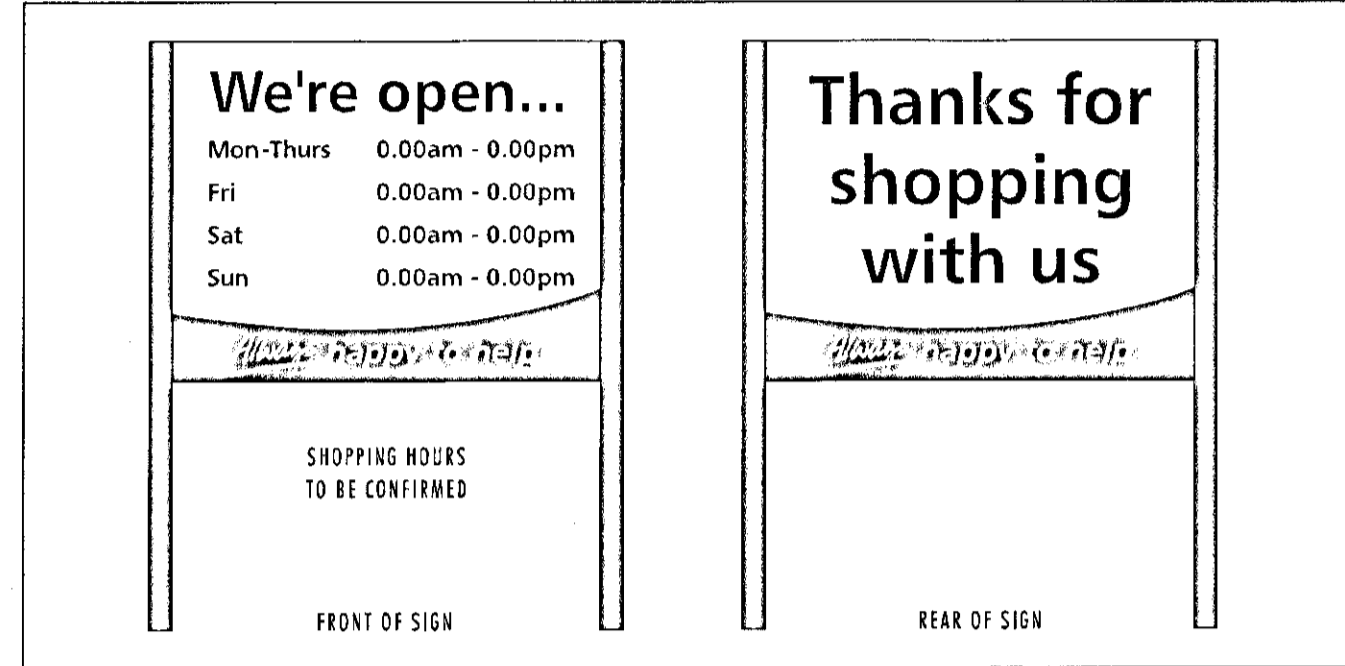
Reason : In the interests of public safety and to protect the amenities of local residents/the character and appearance of the area, in accordance with Policy DC5 of the adopted Rossendale District Local Plan.

Contact Officer	
Name	Mr N Birtles
Position	Senior Planning Officer
Service / Team	Development Control
Telephone	01706-238642
Email address	planning@rossendalebc.gov.uk

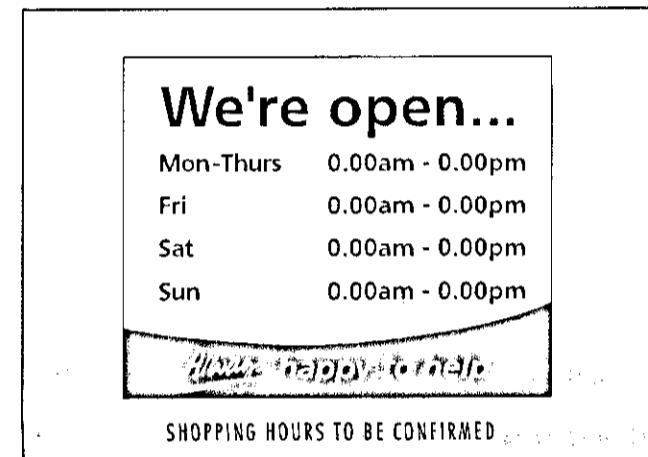
SIGN 1 / TYPE E4/EA / FEATURE SIGN scale 1:50



SIGN 2 & 19 / TYPE F3 / SHOPPING HOURS & THANKS... SIGN scale 1:25



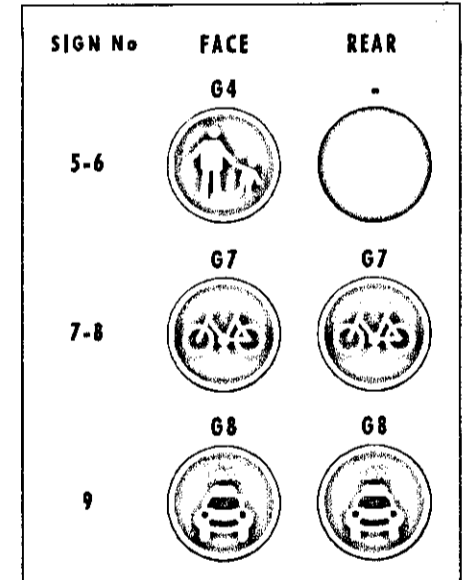
SIGN 3 / TYPE FF3 / WALL MOUNTED HOURS SIGN scale 1:25



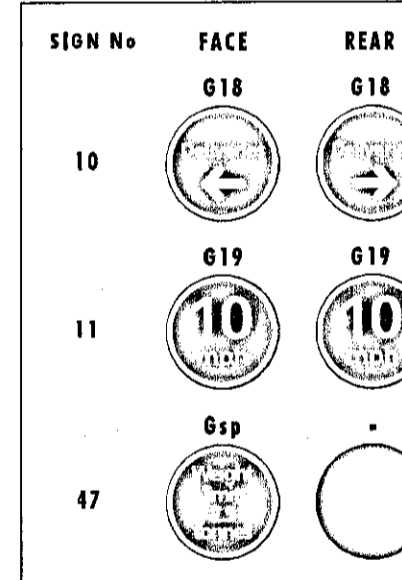
SIGN 4 / TYPE FF3 / WALL MOUNTED HOURS SIGN scale 1:25



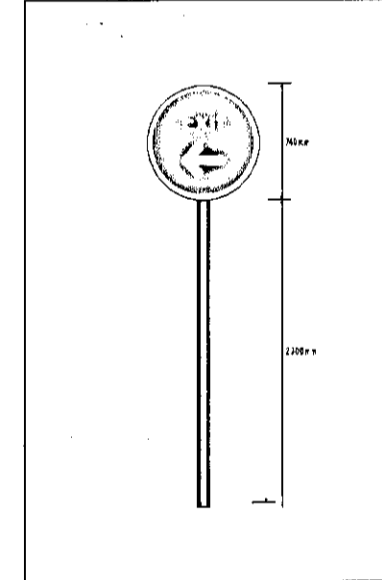
POST MOUNTED DISCS scale 1:50



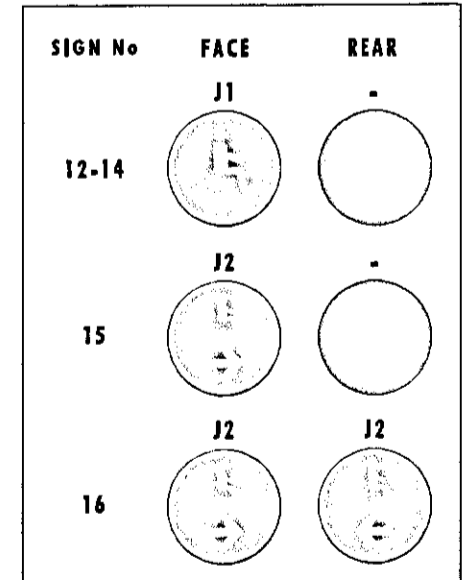
POST MOUNTED DISCS scale 1:50



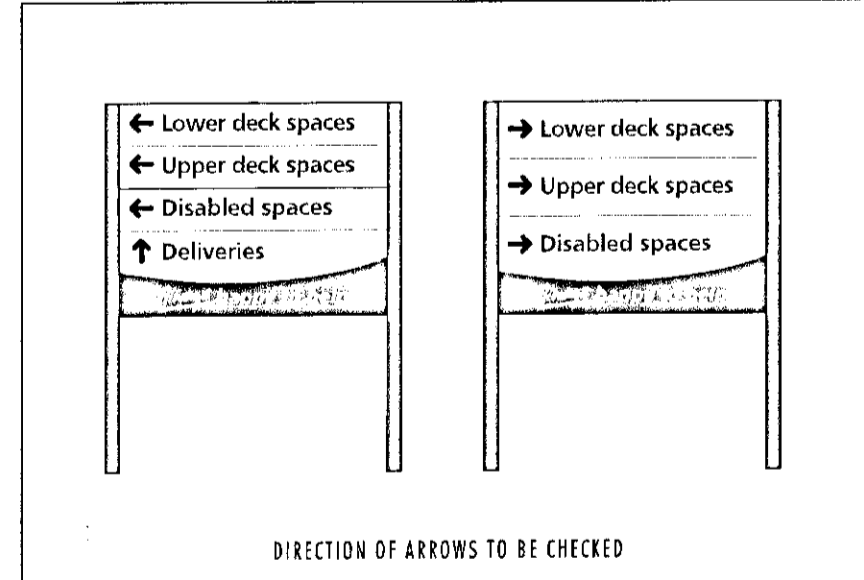
POST MOUNTED DISCS EXAMPLE



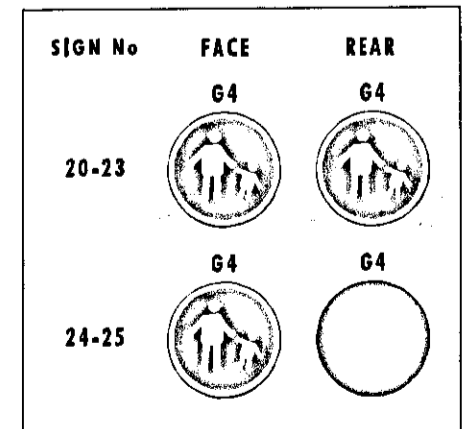
POST MOUNTED DISCS scale 1:50



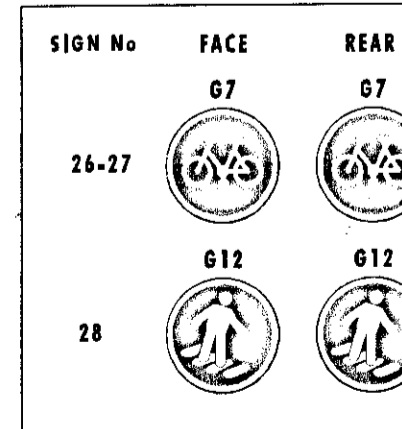
SIGN 17 / TYPE N / MULTIDIRECTIONAL SIGN scale 1:40



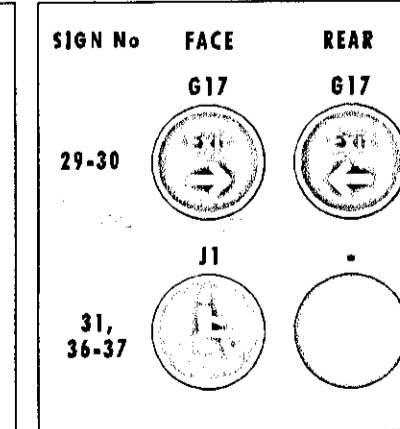
POST MOUNTED DISCS scale 1:50



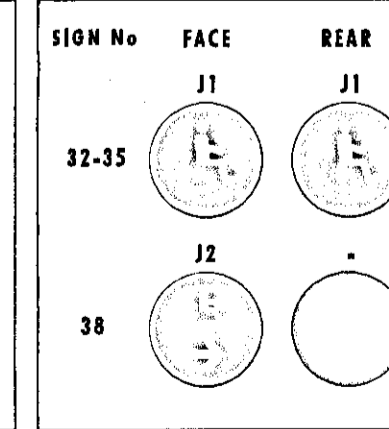
POST MOUNTED DISCS scale 1:50



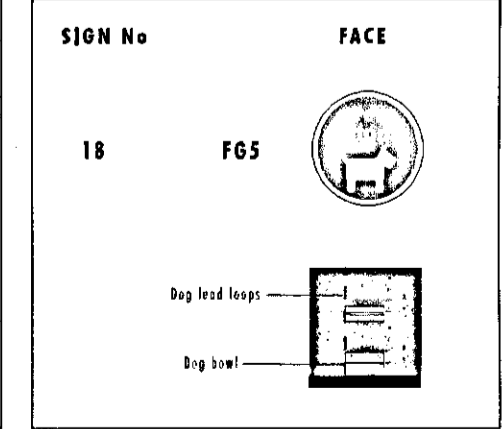
POST MOUNTED DISCS scale 1:50



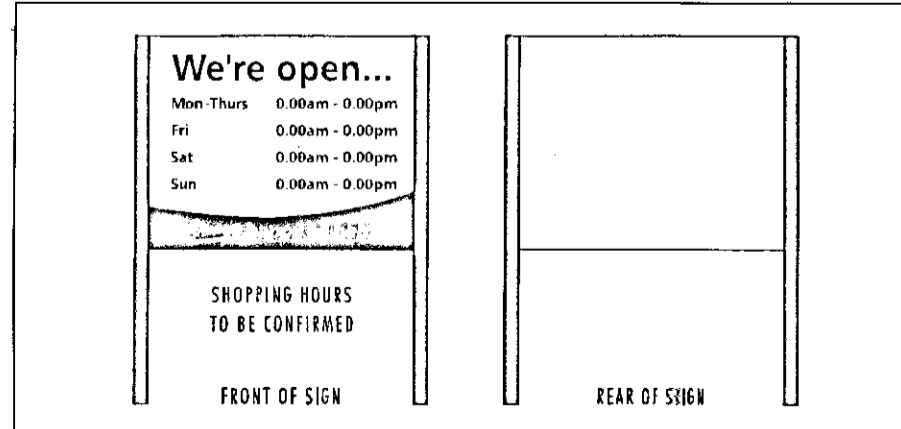
POST MOUNTED DISCS scale 1:50



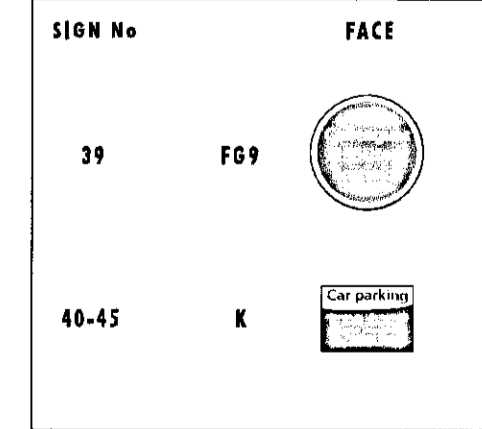
WALL MOUNTED DISC scale 1:50 (HT to U/SIDE 1220mm)



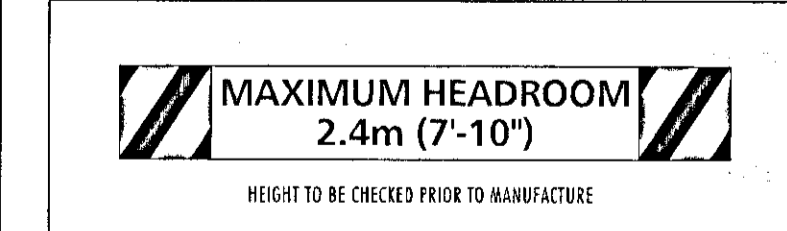
SIGN 19 / TYPE F3 / SHOPPING HOURS SIGN scale 1:40



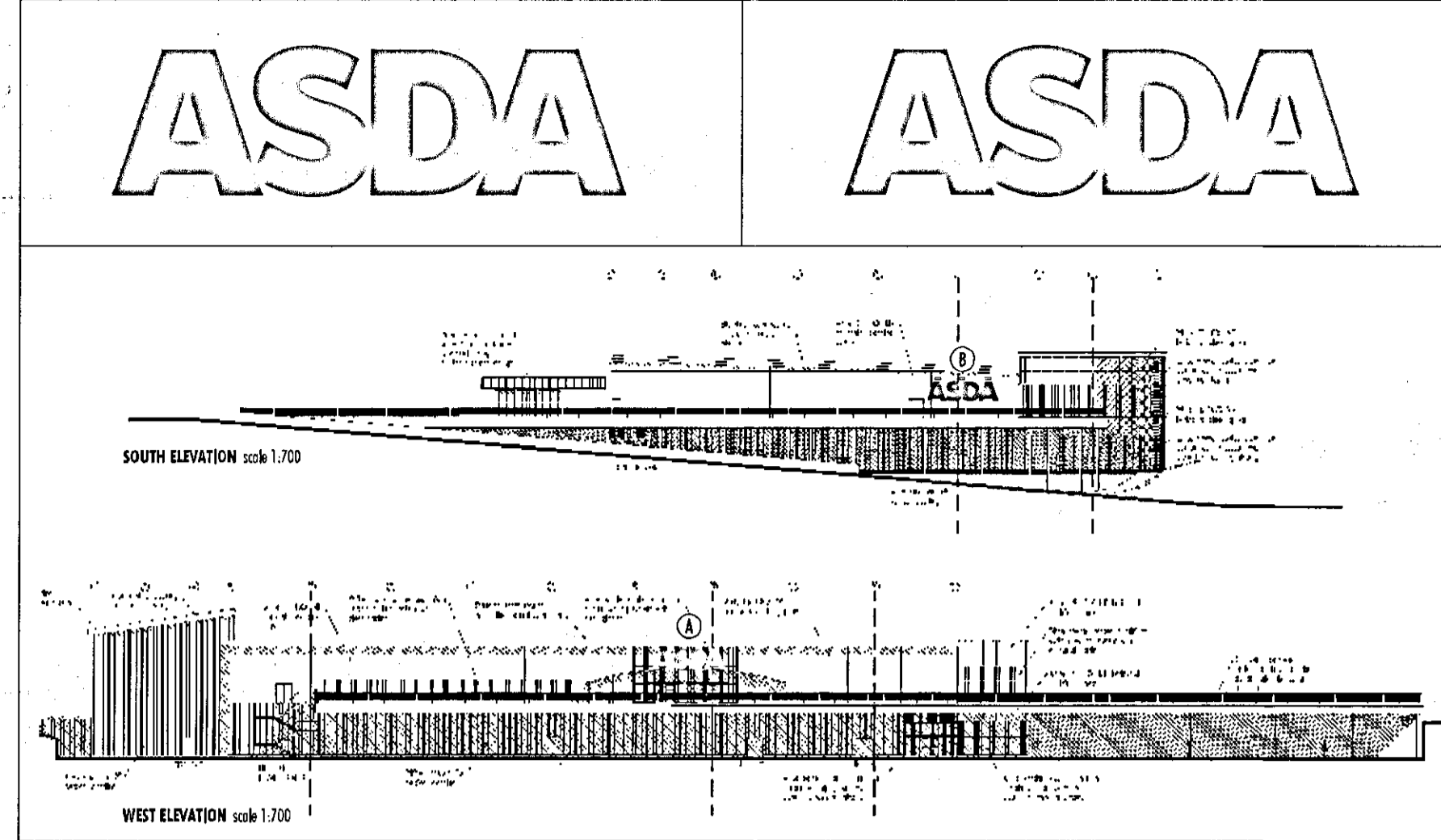
WALL MOUNTED FLAT DISCS / PANELS scale 1:50



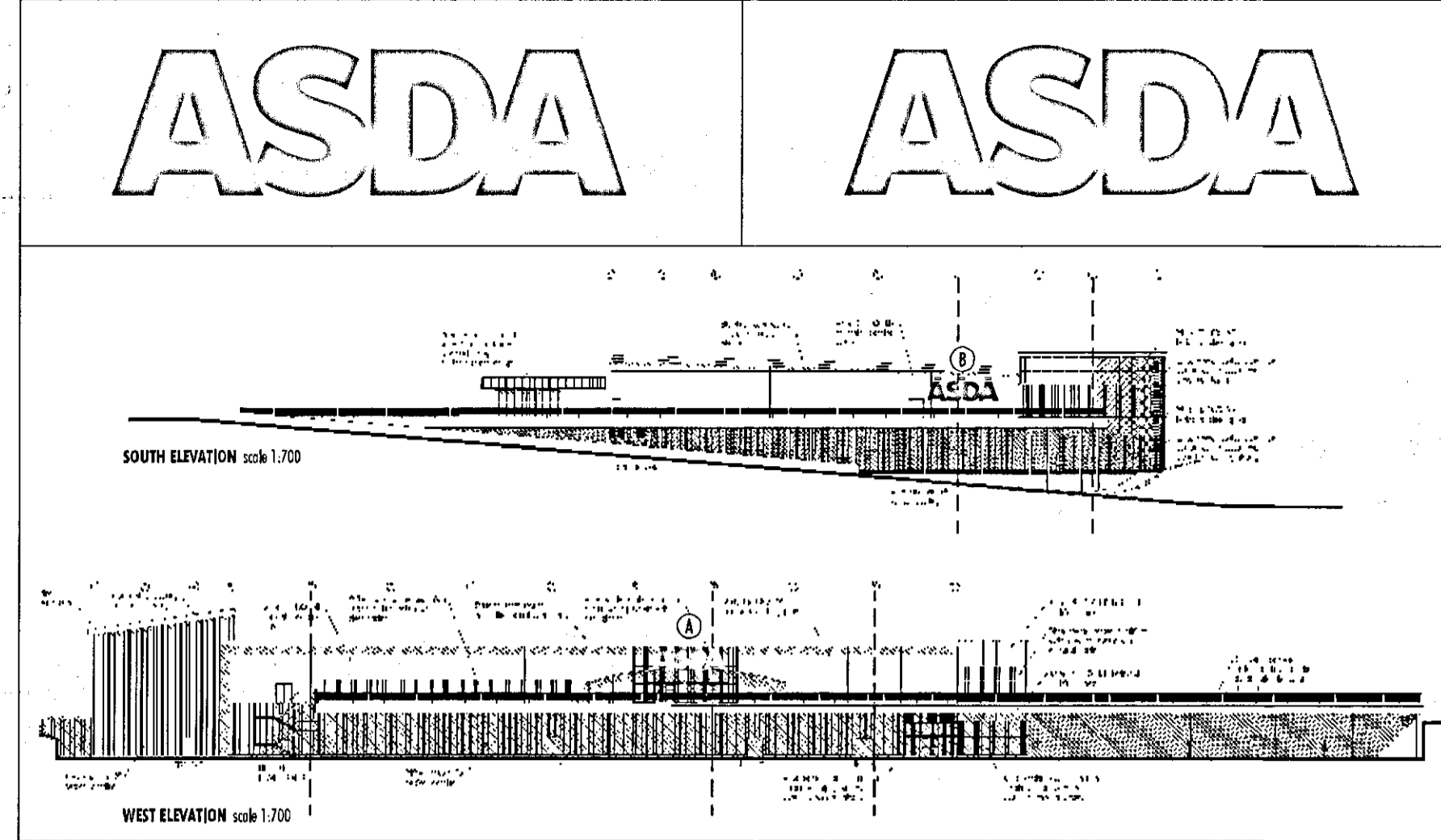
SIGN 46 / TYPE R option 2 / HEIGHT RESTRICTOR SIGN scale 1:25



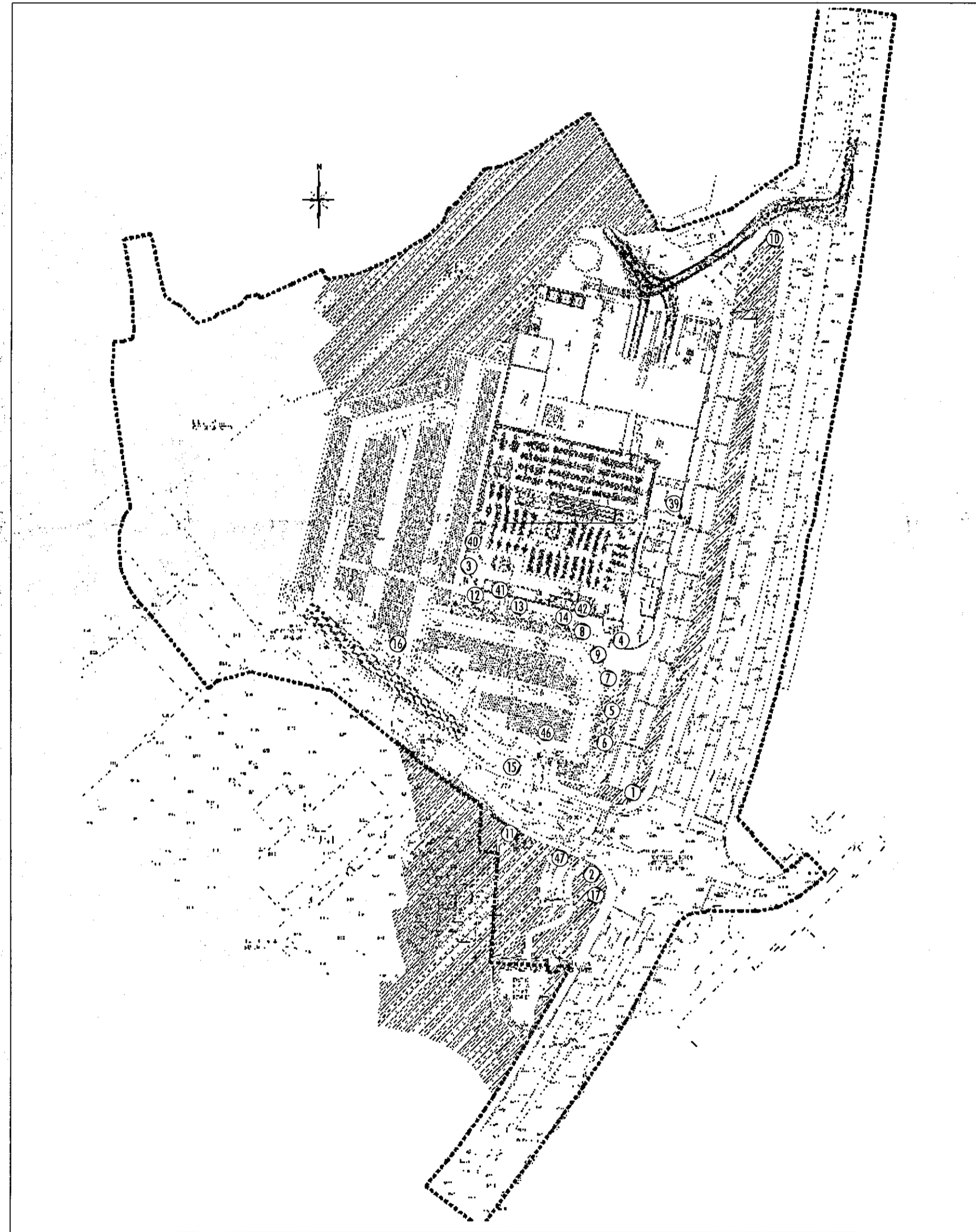
SIGN A / TYPE A / 2450mm INTERNALLY ILLUMINATED LETTERS scale 1:100



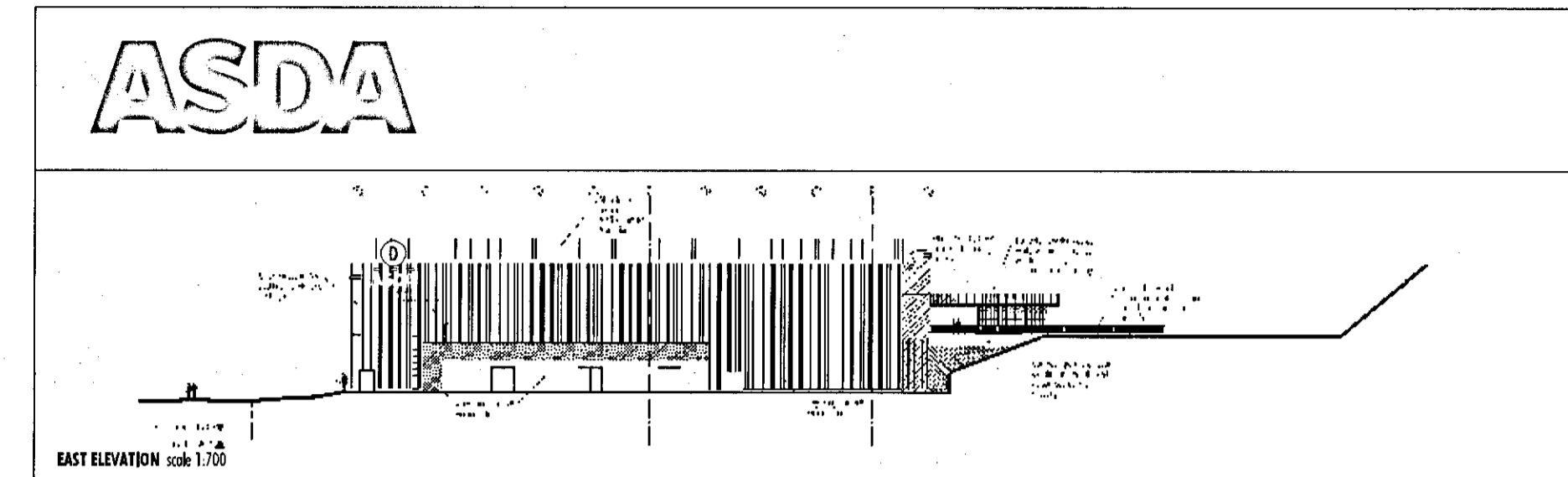
SIGN B & C / TYPE C / 2450mm EXTERNALLY ILLUMINATED VINYL LETTERS scale 1:100



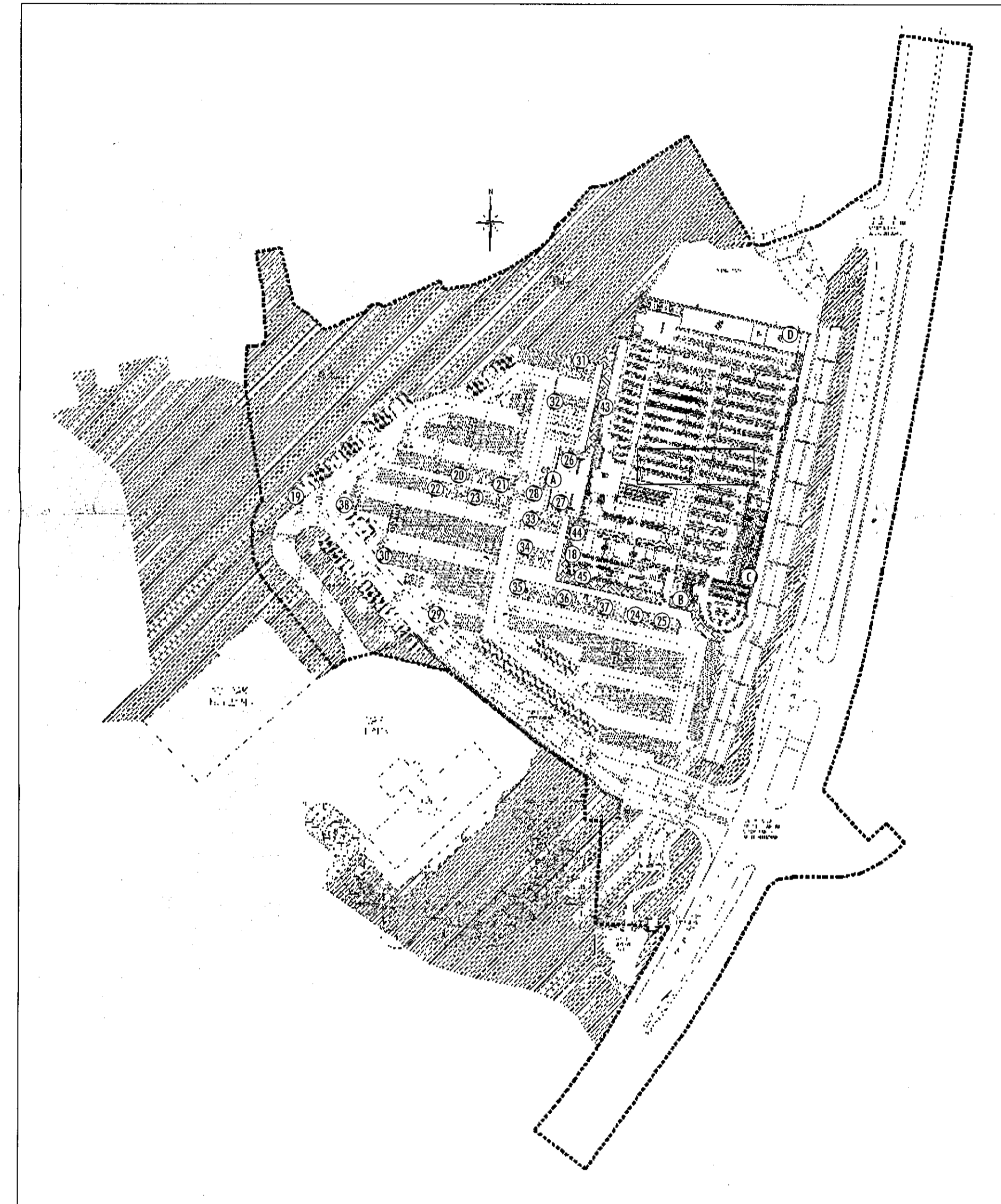
LOWER LEVEL SITE PLAN S3_04 REV B EXTRACT scale NTS



SIGN D / TYPE D / 1500mm EXTERNALLY ILLUMINATED VINYL LETTERS scale 1:100



UPPER LEVEL SITE PLAN S2_05 REV A EXTRACT scale NTS



Existing Signage Direction of Sign Single Sided Double Sided

SPECIFICATION

SIGN A
INTERNALLY ILLUMINATED MOULDED LETTERS
 DIMENSIONS: 8340mm x 2450mm
SPECIFICATION:
 Moulded internally illuminated letters with 3mm aluminium fabricated letter tray. Outside of letter tray finished silver, inside finished white having hot cathode illumination. Moulded units to be manufactured from dense polycarbonate. Faces fixed to letter-recesses via rivets.
 Moulded internally illuminated discs with aluminium back tray, finished RAL 9005. Internal back tray finished white. Faces fixed to 200mm recesses via rivets.
 ILLUMINATION: By means of hot cathode tubes housed within the unit.
MATERIALS:
 PERSPEX: 6161 Silk green.
 PAINT: RAL 9005 Silver / Red Powder SGA/DE Cromador Range

SIGN B & C
EXTERNALLY ILLUMINATED VINYL LETTERS
 DIMENSIONS: 8340mm x 2450mm
SPECIFICATION:
 Self adhesive vinyl letters, applied on site to existing cladding and to be externally illuminated by overhead trough lights.
MATERIALS:
 VINYL: Avery Green 800/339A.

SIGN D
EXTERNALLY ILLUMINATED VINYL LETTERS
 DIMENSIONS: 5100mm x 1500mm
SPECIFICATION:
 Self adhesive vinyl letters, applied on site in existing cladding and to be externally illuminated by overhead trough lights.
MATERIALS:
 VINYL: Avery Green 800/339A.

SIGN 1
FEATURE SIGN
 DIMENSIONS: 2450mm x 4393mm
SPECIFICATION:
 Double sided and twin post mounted. Extruded box unit complete with biscuit tin lid face panels. The front panel is laser cut to read 'ASDA' this is backed up with green perspex. All the secondary text is to be applied vinyl.
 The unit is internally illuminated by 'ASDA' logo only by fluorescent tubes housed within the unit. The posts are circular and painted silver.
MATERIALS:
 PANELS: 3mm aluminium.
 PAINT: Hippios glass white (Cromador) Red 9004 powder (for posts) Red (Cromador) Powder SGA/DE (for disc)
 PERSPEX: 6161 (for ASDA)
 VINYL: Avery Green 800/339A & Avery Blue 800/282A
 POSTS: 21mm diameter, 4.3mm thick circular steel posts.
SECONDARY BOX
SPECIFICATION:
 Double sided non illuminated unit displaying applied vinyl.
MATERIALS:
 PANELS: 2mm formed aluminium
 VINYL: 3M reflective white - ref 680/10
 3M Black - ref 100/12
 PAINT: Powder M2122 from the 'Cromador' range

SIGNS 2 & 19
SHOPPING HOURS
 DIMENSIONS: 1400mm x 1100mm
SPECIFICATION:
 5/5 aluminium panel painted white with applied vinyl, sign is fixed to stainless steel posts by means of stainless steel brackets.
MATERIALS:
 PANELS: Flat 2mm Aluminium
 PAINT: Hippios glass white (Cromador)
 VINYL: Avery Green 800/339A & 3M Red 100-13
 POSTS: 7mm diameter 316 grade stainless steel

SIGNS 3 & 4
SHOPPING HOURS
 DIMENSIONS: 1400mm x 1100mm
SPECIFICATION:
 5/5 aluminium panel painted white with applied vinyl, sign is wall mounted.
MATERIALS:
 PANELS: Flat 2mm Aluminium
 PAINT: Hippios glass white (Cromador)
 VINYL: Avery Green 800/339A & 3M Red 100-13

SIGNS 5, 6, 7, 8, 9, 10, 11, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30 & 47
DISCS
 740mm Diameter
SPECIFICATION:
 Formed aluminium discs painted green with applied vinyl. Fixed to stainless steel posts.
MATERIALS:
 DISC: Formed 2mm Aluminium
 PAINT: Powder green M2122 (Cromador)
 VINYL: 3M ref 680/10 reflective white
 POSTS: 24mm diameter, 316 grade stainless steel

SIGNS 12, 13, 14, 15, 16, 31, 32, 33, 34, 35, 36, 37 & 38
DISCS
 740mm Diameter
SPECIFICATION:
 Formed aluminium discs painted blue with applied vinyl. Fixed to stainless steel posts.
MATERIALS:
 DISC: Formed 2mm Aluminium
 PAINT: Powder blue 1100B (Cromador)
 VINYL: 3M ref 680/10 reflective white
 POSTS: 24mm diameter, 316 grade stainless steel

SIGN 17
MULTIDIRECTIONAL SIGN
 DIMENSIONS: 1400mm x 1100mm
SPECIFICATION:
 5/5 aluminium panel painted white with applied vinyl, sign is fixed to stainless steel posts by means of stainless steel brackets.
MATERIALS:
 PANELS: Flat 2mm Aluminium
 PAINT: Hippios glass white (Cromador)
 VINYL: Avery Green 800/339A
 POSTS: 24mm diameter, 316 grade stainless steel

SIGNS 18, 39
DISCS
 740mm Diameter
SPECIFICATION:
 Flat aluminium wall mounted disc painted green with applied vinyl. HT to U/SIDE 1200mm.
MATERIALS:
 DISC: Flat 2mm Aluminium
 PAINT: Powder green M2122 (Cromador)
 VINYL: 3M ref 680/10 reflective white

SIGNS 40, 41, 42, 43, 44 & 45
CAR PARK DISCLAIMER
 DIMENSIONS: 600mm x 425mm
SPECIFICATION:
 Flat aluminium panel painted white with applied vinyl, sign is wall fixed. HT to U/SIDE 1200mm.
MATERIALS:
 PANELS: Flat 2mm Aluminium
 PAINT: Hippios glass white (Cromador)
 VINYL: Avery Green 800/339A
 3M Black - 100/12
 PAINT: Hippios - glass white (Cromador)

SIGN 47
MAXIMUM HEADROOM SIGN
 DIMENSIONS: 2000mm x 360mm
SPECIFICATION:
 5/5 aluminium panel painted white with applied vinyl, headroom size is 2.4m to underside of sign.
MATERIALS:
 PANELS: Flat 2mm aluminium
 VINYL: Avery green 800/339A
 3M Black - 100/12
 PAINT: Hippios - glass white (Cromador)

REVISIONS

NO.	DESCRIPTION
A - 31/01/06 - AG	
SIGN B, C & D - Changed specification.	
SIGN 46 & 47 - Added.	
SIGN 17 - Display amended and repositioned.	



CLIENT/SITE: ASDA RAWTENSTALL	DATE: 26 October 2005	SCALE: AS SHOWN@ A1
	SALES CONT: TD	DRAWN BY: AG
	JOB NO: BS 58770	DWG NO: ASDA / 106 / 2005 A



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CERTIFICATE No. FM 3254