

**Schedule Referred Item R4**

**TITLE: 08/00079/ADV  
RETROSPECTIVE APPLICATION FOR 2 NO. NON  
ILLUMINATED TWIN POST TOTEM SIGNS LOCATED ON  
RAWRETH LANE FRONTAGE LAND.  
FORMER PARK SCHOOL SITE RAWRETH LANE RAYLEIGH**

**APPLICANT: ASDA STORES**

**ZONING: RESIDENTIAL**

**PARISH: RAYLEIGH TOWN COUNCIL**

**WARD: DOWNHALL AND RAWRETH**

In accordance with the agreed procedure this item is reported to this meeting for consideration.

This application was included in Weekly List no. 922 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on 18 March 2008, with any applications being referred to this meeting of the Committee. The item was referred by Cllr C I Black.

The item that was referred is appended as it appeared in the Weekly List, together with a plan.

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- 4.1 **Rayleigh Town Council** - objects on the basis of the signage being unsightly, out of keeping with the neighbourhood and a distraction to passing motorists.

**NOTES**

- 4.2 This application is to the site of the former Park School on the southern side of Rawreth Lane opposite the junction with Parkhurst Drive. The remaining site has now been developed to provide a leisure centre, primary school and residential development immediately to the west of the site, including 40 No. key worker flats. Specifically, the application relates to signage proposed for the Asda neighbourhood retail store on part of the site.
- 4.3 An application for various signage to the site of the retail store was approved on 25 October 2007 under application reference 07/00701/ADV. That previously approved application included a twin post totem sign 5m high and 3.088m wide located at the front of the mixed use building also part of the approved development and at the junction of Priory Chase with Rawreth Lane.

**Schedule Referred Item R4**

In implementing the scheme the applicants have re-sited that sign into the verge area a few metres from the approved location. Furthermore, a second identically sized sign has been provided within the verge area adjoining Rawreth Lane to the easterly approach to the junction. Both signs are non-illuminated. The current application therefore seeks to regularise these two particular signs.

- 4.4 The design and appearance of the signage would fit in with the retail store and neighbourhood centre environment resulting from the development under construction and would not conflict with Local Plan policy SAT9.
- 4.5 The extent of signage about the store equates to 37 No. individual signs about the neighbourhood centre, not including those to which the application relates. Nearly all of these signs are minor about the site, but includes one large illuminated fascia sign to the front of the building facing Rawreth Lane and across the site car park. The existing signage is essentially directional and informative in nature typical to the retail environment and is not considered excessive. At issue therefore is the re-siting of a previously approved sign and the provision of an identical additional sign.
- 4.6 The re-sited sign would be viewed in the street at the junction point and softened by the extent of tree planting within the verge area. In addition, the sign would be set against the wider views of junction controls. In this context the revised siting would not prove detrimental to highway safety or the appearance of the street.
- 4.7 The additional totem sign on the easterly approach is set in within a more substantial verge and planting, but on relatively high ground. The sign is well separated to adjoining buildings and, set against the backdrop of established tree planting, would not prove detrimental to highway safety or the appearance of the street.
- 4.8 The proposal would not therefore provide visual clutter of signage in conflict with Local Plan policy SAT11.
- 4.9 **Essex County Council Highways and Transportation** - No objection.
- 4.10 Six letters have been received in response to the public notification and which make the following comments and objections:-
- Already sufficient signage to indicate their presence
  - Signage facing up towards Hambro Hill can not be seen until you are parallel with the store and is therefore ineffective
  - The sign that faces towards Makro will clearly be in the way of the building that is supposed to go in the corner of the site and will block light to that property
  - Additional signs are excessive and over-development
  - Poor layout and loss of view
  - unnecessary distraction to traffic and unsightly and requests check on the landscaping provided

**Schedule Referred Item R4**

- Rawreth Lane is predominantly residential and agricultural. Industrial and commercial premises are all accessed via roads off Rawreth Lane. Large signs advertising businesses are out of keeping and should be no closer than 10 metres from the front face of the building.
- Added eyesore the discarded containers, bags and refuse
- Add nothing to the advertising value of the store since they are hidden by trees
- Make the place look like an industrial estate
- Retrospective nature shows contempt for the Council and its powers
- Complete disregard to the house owners in the area
- Numerous signs about the area advertising the site as a superstore

**APPROVE**

- 1 SAC1 Advert Time Limit (5 Years)
- 2 SAC3 Advert - Standard Condition

**REASON FOR DECISION**

The proposal is considered not to cause significant demonstrable harm to any development plan interests nor harm to any other material planning consideration.

**Relevant Development Plan Policies and Proposals**

SAT9, SAT11, of the Rochford District Council Adopted Replacement Local Plan



Shaun Scrutton  
Head of Planning and Transportation

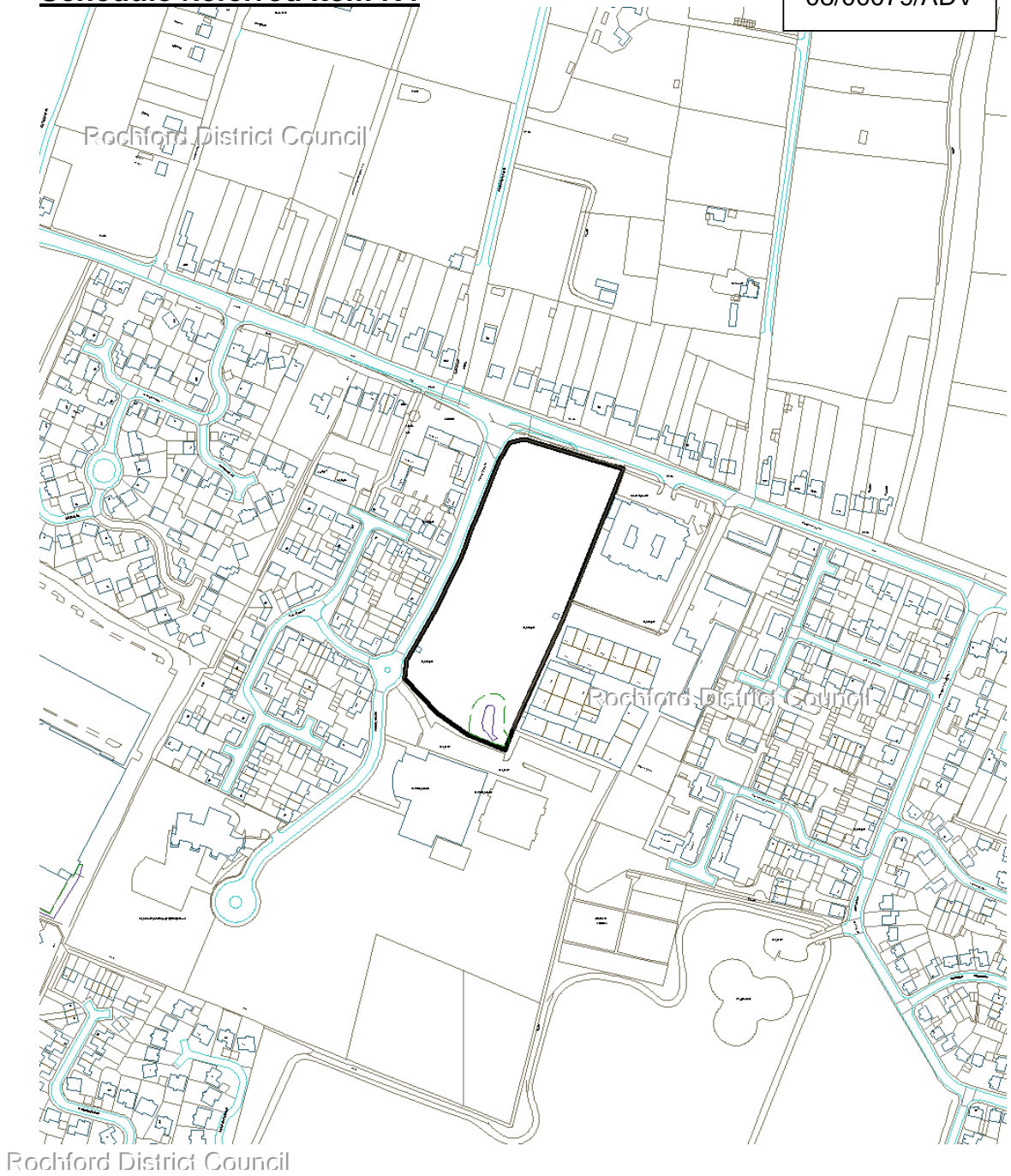
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For further information please contact Mike Stranks on (01702) 318092

The local Ward Members for the above application are Cllrs C I Black and R A Oatham.

**Schedule Referred Item R4**

08/00079/ADV



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