Development Control – Delegated Officer Report

Application Number: AWDM/0630/24 Recommendation – APPROVE

Site: Unit 1, Red Square Retail Park, 194 Sompting Road

Proposal: Application for Consent to Display an Advertisement for 4No Internally illuminated LED signs

Date of site visit: 24/01/2024

Neighbours checked: Y

Additional neighbour notifications: N

Proposal

Permission is sought for three SCS fascia signs on the north, west and south elevations of the building. A sign above the door on the northern elevation is also proposed.

Site and Surroundings

The site is located on the corner of Sompting Bypass and Sompting Road. The unit forms part of Red Square Retail Park.

The site is not within a conservation and does not contain a listed building or any protected trees.

Representations:

One comment was received from a neighbour concerning the details of the signage given they are already affected by flood lights.

Consultations:

National Highways: We have carried out a review of the application papers and our recommendation is that we raise no objection to this development proposal, subject to the following conditions:

(1) The intensity of the illumination of the sign shall not exceed 600 cd/m2 ;

(2) The luminance levels will be checked once every 6 months and adjusted if necessary to ensure that the lighting intensity during daylight and darkness remains within the permitted levels as prescribed in (1) above.

These conditions are outlined to protect the safety of road users on the A27 trunk road.

Relevant Planning History:
AWDM/1747/23: Erection of a replacement mezzanine floor. Permitted 7 March 2024

Relevant Planning Policies

National Planning Policy Framework (2023)
Planning Practice Guidance

Worthing Local Plan (2023) 2020-2036
SP1 (Presumption in Favour of Sustainable Development)
DM5 (Quality of the Built Environment)
DM6 (Public Realm)

Planning Assessment

Principle

There is no objection in principle to the display of advertisements which will be considered on their effect on visual amenity and public safety.

Amenity

The proposal includes one sign above the door and three other signs on the north, south, and west elevations. The signs are of an appropriate scale and location for this retail unit which is located within a retail park with similar signage. They will be internally lit which is acceptable as the site is not within a conservation area. The illumination level is being restricted and the south facing advert will be time restricted which will help reduce impact on residential properties to the south.

The proposal would not be out of keeping and would not result in an adverse effect on visual amenity.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The signage would be internally illuminated. A condition will be attached as requested by National Highways to ensure the illumination level remains at a level which will not distract drivers along the A27 trunk road.

The signs are situated on the facades of the building where they will not obstruct pedestrians.

There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7**.** Approved Plans
8. Restrict to 600cd/m2
9. South facing advert to be turned off between 10pm and 7am

Is recommendation contrary to letter(s) of representation? N

1. 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.

Case Officer: Louise Prew Date: 25/06/2024

Authorised by: Gary Peck Date: 25 June 2024