Expiry Date - 22/08/2023

Development Control – Delegated Officer Report

Application Number: AWDM/0781/23 Recommendation – APPROVE

Site: West Sussex Motors Palatine Road Worthing West Sussex

Proposal: Various illuminated and non illuminated signage

Date of site visit: 16.05.23

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the south side of Palatine Road and within the built up area of Worthing.

The property is a car sales showroom and workshop for Volvo with forecourt to the front. The showroom building is single storey in height with a flat roof and finished in grey cladding.

The properties to the east and north are residential dwellings and to the south is a garage compound. The terraced parade to the west of the site is a designated local shopping centre (Limbrick Corner) consisting of predominantly commercial and business uses at ground floor level with residential flats above.

Proposal

Advertisement Consent is sought for various signs in connection with the proposed rebranding of the garage under Application AWDM/0439/23.

The signage consists of:

Sign A - 5.5m high grey pylon on the entrance to the site with cross bar in blue ‘Volvo’ 3.58m. The ‘Volvo’ text is illuminated 500 cd/sqm.

Sign B – 3.6m x 2.6m wall mounted monolith in blue with white letters ‘Volvo’ on showroom frontage above the glazing. ‘Volvo text is internally illuminated 500 cd/sqm

Sign C - 3mm white acrylic build up letters on glazed entrance (west elevation) – Non illuminated

Sign D – Acrylic opening hours sign 600mm x 400mm on entrance portal. Non illuminated

Sign E – Free Standing part illuminated directional totem sign 2m high x 1.23m. on the entrance drive close to showroom window. 'Volvo' text is illuminated 500 cd/sqm

Sign F- 4x single post parking sign 'p' logo 2m in height. Non illuminated situated at the back of parking spaces

Sign G – 1 single post parking sign 'disabled' logo. Non illuminated situated at the back of one parking space

Sign H – Free Standing totem 2.12m x 1.038, silver with black lettering. Situated within the site on entrance to external showroom. The sign will be illuminated using double sided led lights. Illuminated 500 cd/sqm

Sign I – 3 x 6m flag poles on the frontage of the site. Non illuminated

Sign J- removed from the application

Sign K- Entrance portal with illuminated light line illuminated 500 cd/sqm

Sign L – Free standing Totem 1.82m x 0.8m with Powerstop Caffynes lettering. Situated within parking area. Illuminated 500cd/sqm

Relevant Planning History:

AWDM/1667/17- Advertisement Consent for internally illuminated entrance portico to west elevation and internally illuminated fascia panel and sign to front (north) elevation for Skoda. Approved

AWDM/0517/11 - Retrospective application for consent to retain and display 3 internally illuminated signs in connection with existing car showroom – Approved

Consultations:

Adur and Worthing Council

EHO PH

My only concern is that given the area is mainly residential, the lights could cause complaints. I would suggest that the lights are only operational during the opening hours of the business, looking at their website this appears to be 08:00-18:00 Mon-Fri, 08:30-17:30 Sat and 10:00-16:00 Sun.

Representations:

140 Palatine Road

Please can we address the number of Volvo customers cars that are parked in Palatine Road. The premise has ample room to park there customers cars on their own property. We had the same problem when it was a Skoda garage. It makes it difficult to get in & out of driveways due to lack of vision. There are white lines on Palatine Road which apparently are not enforceable (pointless then) and Volvo just dump customers vehicles along the road taking up spaces for elderly visitors and the disabled

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5
National Planning Policy Framework (HCLG 2023)
National Planning Practice Guidance

Planning Assessment

The addition of signage is acceptable in principle subject to the key considerations of the effects on visual and residential amenity and public safety.

Visual Amenity

The site is an established business in a part residential and part commercial area. The site is being rebranded although appears to have been a 'Volvo' garage since at least 2022. The previous 'Skoda' garage had a totem on the frontage, flag poles along the frontage, fascia sign and entrance portico as well as other directional signage.

Sign 'A' does provide a slightly larger totem but in view of it position and replacement from a previous structure on the site it would not impact on visual amenity or harm the character of the wider area.

Sign 'B' is a monolith sign on an existing showroom frontage although larger than previous signage it would not be unduly prominent or harm the character of the wider area.

Signs 'C' and 'D' are within the glazed entrance facing into the site and would not be prominent or illuminated.

Signs 'E' and 'H' are free standing totems within the site and at approx. 2m in height would not be unduly prominent.

Signs 'F' 'G' and 'L' are within the parking area which is set back and would not be unduly prominent.

Sign 'I' are 3 non illuminated flag poles, although prominent, the site has previously contained flag poles which do not have a detrimental impact on the visual amenity of the area. The proposed flag poles at a similar height would equally not impact on visual amenity of this commercial site or harm the character of the wider area.

Sign ‘K’ involves partial illumination to the entrance portal. The entrance portal is set back into the site and its part illumination would not impact on visual amenity and helps to highlight the entrance more clearly.

The type, design and size of adverts is acceptable in context with its purpose and the proposal would not have any adverse impact on the visual amenities of the locality.

Residential Amenity

The nearest properties are the residential dwellings to the east side and opposite the site. This is an established site with illuminated signage to the front. The level of illumination to the front is not significantly increased and would not have any additional impact on the visual amenities of adjacent residential occupiers. Sign ‘J’ was removed from the application following concerns that this would be likely to have an impact on visual and residential amenity.

The proposed signage would not have any adverse impact on the residential amenities of adjacent occupiers.

Highway safety

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

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

A local resident has raised concerns that there is an overspill of vehicles from the site onto the road causing problems with visibility from private drives, although difficult to control due to the road being a public highway, an informative requesting the applicants to remind customers not to block entrances to private drives is considered appropriate.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. **Approved plans**
8. **Illumination only during business hours**

Informative

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the

application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Advise to customers regarding parking

The applicant is advised that the operators of the garage and showroom should remind customers and staff not to block or impede visibility from local residents private drives for functions and visits associated with the garage and showroom

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

Case Officer: Jackie Fox Date: 11.10.23

Authorised by: Jo Morin Date: 11.10.2023