Development Management – Delegated Officer Report

Application Number: AWDM/0713/24 Recommendation: Approve

Site: Land Opposite 269 To 287 Old Shoreham Road, Southwick

Proposal: 2no. externally illuminated totem street signs; 1 no. non-illuminated 5m high totem street sign; 4no. non-illuminated way finding signs; 3no. internally illuminated car brand totem signs, 1no. fascia sign with halo lighting and non illuminated brand facade signage on south, east and west elevations

Date of Site Visit: Visited previously and use of Google Street View

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

This application seeks consent for signage at the site of the proposed car showroom on Old Shoreham Road, which is nearing completion.

The signs proposed are:

- 2no. illuminated double-sided totem signs measuring 2.04m high and 1.13m wide with a brown finish and containing the text “Tates, Eastbrook Park” and a website address. They are to be located at either end of the site frontage and externally illuminated by ground-mounted spotlights
- 1no. non-illuminated double-sided totem sign measuring 5m tall and 1.2m wide with a black finish containing car brand logos. It is to be located adjacent to the site’s vehicular entrance.
- 4 no. non-illuminated directional signs measuring 1.1m high and 2m wide to be located within the car park
- 3no. internally illuminated brand totem signs measuring 4m high and 1.6m wide to be located in front of the building on its east side
- Several brand logo signs on the building’s facade on the south, east and west elevations and the Tates logo on the north elevation. Only the Tates logo is to be illuminated, internally.

The applicant has confirmed that they agree to the signs being on a timer to limit the hours of illumination.

Planning History:

AWDM/1032/21 - Proposed redevelopment of the former allotment site to create a new purpose built Car Showroom and service centre, with associated sales display space and 103 staff and customer car parking spaces. Formation of new public footpath to connect to existing footpath on east boundary.

AWDM/1375/22 - Proposed redevelopment of the former allotment site to create a new purpose built Car Showroom and service centre, with associated sales display space and 103 staff and customer car parking spaces. Formation of new public footpath to connect to existing footpath on east boundary. Application to vary condition 1 (approved plan) of approved AWDM/1032/21 to amend the proposed external cladding colour and alter roller shutter door openings to the rear (western) elevation

Consultations:

West Sussex County Council: The Highways Authority has no objection. From inspection of the plans, the proposed signage is to be located within private land and will not encroach into the maintained highway boundary. The Application Form states that the signage will be illuminated to a maximum of 300cd/sqm at nighttime, which is in accordance with the Institute of Lighting Professionals guidance. In addition, the signage and its advertisements will be static and as such, is not anticipated to result in a distraction to drivers, or a highway safety concern

Representations

2 objections received from the occupiers of 267 and 310 Old Shoreham Road:

- How bright will this totem be is a great concern when it is so close to our property firstly.
- Secondly, why do they require this additional illuminated totem, when they already have two others at both ends of the entrance, surely both these are adequate to be seen by both sides of the traffic

- How this building was ever signed off in a mainly residential area is ridiculous - suggest all involved come down and view this hideous structure. There was nothing in the original planning application relating to extensive neon lighting which will have a huge detrimental impact on the houses opposite with light pollution.
- This also must go against the Council's green credentials - thought we are supposed to be reducing power usage not increasing it for no social benefit. Where can I find a list of those who voted for this development so they can be held accountable please?

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (December 2023)

Planning Assessment

Amenity

The application has been amended to reduce the number of illuminated signs on the building and to reduce the height of the main (non-illuminated) totem sign on the frontage. The westernmost totem sign on the frontage has also been moved eastwards, further away from the nearest house.

With these amendments, the proposed signage is considered to have an acceptable impact on the visual amenities of the locality. All illuminated signage is to be switched off outside of business hours to reduce the impact on nearby residents.

Public safety

The illumination level is within acceptable limits and WSCC Highways have advised that the signs are not anticipated to result in a distraction to drivers, or a highway safety concern.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions 1-6

7. Approved Plans
8. Illuminated during business hours only

Is recommendation contrary to letter(s) of representation Y

Case Officer: Peter Barnett Date: 16 September 2024

Authorised by: Jo Morin Date: 17.09.2024