

Submitted via Planning Portal

Adur District Council

19 June 2026

Our Ref: 7387

Dear Sir / Madam,

Application for Advertisement Consent – Safestore Ltd, Albion Street, Shoreham, Port Southwick, BN42 4EN

On behalf of our client Safestore Ltd (Safestore), please find enclosed a planning application seeking advertisement consent at the above address, in connection with the site's development of a new self-storage facility.

Application Site Context

Site Description

The application site comprises a new self-storage facility, approved under application ref. AWDM/1856/21 (allowed at Appeal Ref. APP/Y3805/W/23/3327190), to be occupied by Safestore at Former Albion Street Lorry Park, Shoreham Port, Brighton. The site is located within a largely industrial area around Shoreham Harbour, forming part of the wider Shoreham Harbour Regeneration Area.

With regards to the surrounding context, the site is characterised by a mix of commercial and industrial uses, including warehouse units, aggregates operations and associated port infrastructure, alongside some residential development located to the north of the site beyond the railway line. The surrounding built form varies in scale and appearance, with predominantly functional industrial buildings interspersed with larger residential blocks in the wider area, resulting in no prevailing architectural style.

The site falls within the Shoreham Harbour Regeneration Area, as designated by the Adur Local Plan and Shoreham Harbour Joint Area Action Plan, where significant investment and employment-generating uses are supported to deliver economic growth and regeneration. The site is not located within a Conservation Area and does not contain any listed buildings, although nearby conservation areas are located to the north beyond the railway embankment and are physically separated from the site.

Application Proposals and Justification

Safestore are seeking advertisement consent for the following signage installations:

- 4 No. internally illuminated signs on the south, east and west elevations
- 2 No. non-illuminated signs on the east elevation

The proposed signage is proportionate to the scale and commercial function of the Safestore facility. It has been sensitively designed to reflect the site's industrial context and to align with the established commercial character of the surrounding Shoreham Harbour Regeneration Area. The signage will ensure clear visibility for customers while avoiding any visual clutter or disruption to the streetscape.

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This document may have been prepared with the support of AI tools, including Microsoft Copilot, which can assist with research and initial drafting. Where AI tools have been used, all content has been reviewed, edited, and validated by our professional team. The findings, recommendations, and conclusions reflect our expert judgement based on the information available at the time of writing. This report forms one component of the wider decision-making process and is intended to be read in conjunction with any other relevant professional advice. Any AI-generated measurements or spatial outputs are approximate; critical information has been independently verified where required.

The proposed signage is consistent with the design principles set out in Policy 15 of the Adur Local Plan, which requires advertisements to respect the character and appearance of the surrounding area, and not create a danger or hazard to public safety. The signage integrates well with the building and surrounding industrial context, supporting the site's commercial use while respecting the local environment.

To this end, the proposed advertisement is completely supportive of the principles of Paragraph 141 of the NPPF, which advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The proposed signage achieves a high standard of visual integration, poses no risk to public safety, and contributes positively to the legibility and operation of the site.

In support of this application, please find enclosed the following:

- Application Forms;
- Application Fee of £174.00
- Drawings:
 - Site Location Plan: 7790-SMR-00-ZZ-DR-A-2001-S4-P1
 - Proposed Site Plan: 7790-SMR-00-ZZ-DR-A-2002-S4-P1
 - Existing Building Elevations: 7790-SMR-00-ZZ-DR-A-2003-S4-P1
 - Proposed Building Elevations: 7790-SMR-00-ZZ-DR-A-2004-S4-P1

We trust the enclosed submission meets the Council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

Tamsin Penberthy

Assistant Planner

Planning Potential

London

Enc.