

Development Management - Delegated Officer Report

Application Number: AWDM/0776/26 Recommendation – Approve

Site: Safestore Self Storage, 41 Albion Street, Southwick

Proposal: Advertisement consent for 3no. internally illuminated signs on the south and east elevations, and 3no. non-illuminated signs on the east and west elevations

Date of site visit: 11 August 2026

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

Planning permission was granted on appeal at the end of 2023 for the erection of a self-storage warehouse (Use Class B8) (AWDM/1856/21).

This application seeks consent to display signage on the building, namely:

- 3no. high level fascia signs on the East, South (both internally illuminated) and West (non illuminated) elevations
- 3no. signs at ground floor level on the east elevation above the reception (illuminated) and two loading bays (non illuminated).

The high level fascia signs have been installed.

The fascia signs on the east and west elevations measure 14.3m by 1.7m. They contain the words “Safestore Self Storage” in white and yellow lettering on a blue background. Only the letters are internally illuminated at 200cd/m².

The ground floor signs are smaller and comprise a Reception sign with white lettering on a blue background which wraps around the entrance doors and the smaller loading bay signs in the same colour scheme.

The applicants have confirmed that the hours of illumination will be controlled and limited to between 7am–10am and 3pm–7pm (extending to 9pm on Thursdays and 5pm on Sundays).

Relevant Planning History

AWDM/1856/21 – Erection of self-storage warehouse (Use Class B8) with associated parking, circulation and landscaping – allowed on appeal

Consultations

None

Representations

- 1 objection received from the occupier of 53 Victoria Road:
 - The proposed illuminated signage is excessive in scale and number for the building elevations concerned. The largest sign is 24 metres square, the next largest is 13 metres square. The installation of multiple illuminated signs on the south, east and west elevations would introduce a prominent commercial appearance that is likely to detract from the character and visual quality of the surrounding area having a significant detrimental impact on the adjacent residential development and residential streets as well as having a negative impact on the conservation areas of Kingston Buci and Southwick by introducing unnatural illumination visible from a great distance.
 - Advertisement consent should preserve visual amenity, and I am concerned that the cumulative impact of four illuminated signs and further non-illuminated signage would result in unnecessary visual clutter and an over-dominant presence within the local streetscape.
 - The proposed signage over the railway bank will face directly on to residential properties and be visible from a considerable distance in to the adjacent conservation areas - providing harm to the local community.
 - The application is also incorrect in that the proposal in no way reflects other commercial or residential buildings in the area, harming the visual amenity of the area through overdevelopment and massing far in excess of surrounding properties. No other properties have comparable internally illuminated signage or signage of this scale and this development should also remain without additional illumination and preferably no further signage at all.
 - The application proposes internally illuminated signage. Without clear justification regarding brightness levels, hours of operation and light spill, it is difficult to conclude that the development would not adversely affect nearby residences, commercial occupiers or the wider environment including fauna.
 - The proposal provides no calculation of lux level impacts and there is a high risk of illumination creating excessive glare, light pollution and visual intrusion, particularly during evening and night-time hours.
 - Advertisement consent must consider impacts on public safety. The number and prominence of the proposed signs will create unnecessary distraction for motorists, cyclists and pedestrians using the surrounding highway network, particularly during hours of darkness when illuminated signage is most visually prominent. Furthermore the illuminated signage risks distracting maritime activities generally and maritime safety specifically at the adjacent Shoreham Port.

- The applicant has not demonstrated that the proposal would not prejudice highway or maritime safety or reduce drivers' ability to observe traffic conditions and other road users. Furthermore the application provides no comparable other developments with comparable illumination specifically because they do not exist.
- While smaller signage may be appropriate to identify the business, I do not consider that six separate signs, including four illuminated signs across multiple elevations, have been justified. The application appears to go beyond what is reasonably necessary for identification purposes and risks creating an over- commercialised appearance.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15

National Planning Policy Framework (2024)

The Town and Country Planning (Control of Advertisements) (England)

Regulations 2007 (as amended)

Planning Assessment

Amenity

The fascia signage is large but is considered to be appropriate for the size of this commercial building which has an overall length of 72m. The luminance level of 200cd/m² is acceptable for this area and for the size of signs. The hours of illumination are also quite limited. The ground level signs are located beneath the projecting eastern end of the building and will have limited impact in the street scene. They face towards existing buildings at the Grange Industrial Estate.

During the course of the application, the applicants have agreed not to illuminate the west facing fascia sign as that faces towards the new flats to the west. It is positioned at a higher level than the other fascia signs but it does not have a significant visual impact due to it being set back from the edge of the building. No signs face north over the railway towards the house in Victoria Road and the proposal is not considered to have an adverse impact on the setting of the Conservation Area.

It is not considered that the sign will be obtrusive or cause harm to the appearance of the building or the surrounding area.

Public safety

The signs will not result in a risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard advert conditions and
2. Approved Plans
3. Signs to be switched off outside of specified hours

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

Case Officer: Peter Barnett

Date: 13 August 2026

Authorised by: Louise Prew

Date: 13/08/2026