Development Management - Delegated Officer Report

Application Number: AWDM/1197/25 Recommendation – Approve

Site: Unit 3 New Wharf, Brighton Road, Shoreham-by-sea

Proposal: 1 x internally ILLUMINATED FASCIA SIGN (5000mm x 1800mm) Company Name
1 x internally ILLUMINATED FASCIA SIGN (11000mm x 1800mm) Company Name
2 x non illuminated ALUMINIUM PANEL SIGNS (2900mm x 500mm) - Loading Bays
1 x non illuminated VINYL GRAPHIC SIGN (19500mm | 1650mm | 250mm x 425mm) Reception sign in 3 panels

Date of site visit: 10 November 2025

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a refurbished warehouse building used as a storage facility and about to be operated by Cinch. Consent is sought to display various signage including 2no. internally illuminated fascia signs on the North and East elevations.

The fascia signs have been amended to reduce their size slightly during the course of the application. As amended, the sign on the North elevation measures 5m wide by 1.8m high and contains the lettering “Cinch Storage” and a logo in white on a purple background. Only the text and logo are illuminated. It will be 5m above the ground in the NE corner, sitting above a glazed reception area.

On the East elevation (NE corner), the sign measures 11m wide and 1.8m high and contains “Self Storage” in illuminated white lettering on a purple background, also 5m above the ground.

Smaller non illuminated signs are proposed lower down above the reception and 2 loading bays on the east elevation, with the same colour scheme.

Relevant Planning History

AWDM/0305/25 - Alterations including replacement of existing external fabric with new cladding system to elevations and roof, new curtain wall glazing, removal of existing roller shutter doors, installation of new auto sliding entrance doors, removal of existing overhanging canopy and installation of 2no. canopies over warehouse entrance doors. Replacement of boundary fence with new 2.4m high fencing. New pedestrian gate and auto sliding gate at entrance – approved

AWDM/0671/25 - Erection of 33no. external self-storage units (Class B8), refuse store, cycle shelter and reconfiguration of car parking layout - approved

Consultations

None

Representations

None received

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 signage is large but is not considered to be excessive when seen in context with the size of the warehouse. There are also other similarly large signs on the Halfords and B&Q warehouses opposite the site. The illuminated signs will have a luminance level of 232cd/m2 which falls within the maximum level for Shoreham (Zone E3) for signs less than 20m2 in area (300cd/m2). The signs have been reduced in size to comply with this requirement.

The approved operating hours of the warehouse are 7am to 9pm every day and it is recommended that the illumination is switched off outside of those hours.

It is not considered that the signs 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:-

Standard advert conditions and
Approved Plans
Signs to be switched off outside of operating hours

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

Case Officer: Peter Barnett Date: 20 November 2025

Authorised by: Jo Morin Date: 20.11.2025