Expiry Date - 05/02/2025

Development Control – Delegated Officer Report

Application Number: AWDM/1475/24 **Recommendation – APPROVE**

Site: **1 Nightingale Avenue Worthing West Sussex BN12 6FH**

Proposal: **Proposed additional illuminated signage comprising 3no LED illuminated fascia signs, internally illuminated pylon sign and non-illuminated entrance portico.**

Date of site visit: 30/01/25

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located to the north of Littlehampton Road, accessed via Nightingale Avenue and opposite Greater Brighton Metropolitan College which occupies the plot to the west. The flats and houses at No.2, 4, 6 and 8 Nightingale Avenue and the house and flats to Robin Road are directly to the north of the site. Haviland House Care Centre is to the east of the site.

The site is occupied by Caffyns Volkswagen as a car sales and servicing centre and includes a large modern glass and metal building with sales forecourt to the east, south and west of the building and customer parking to the north. There is a wide grass verge and trees separating the site from the main road to the south.

The site is not within a conservation area, is not a listed building and there are no protected trees on site.

Proposal

Advertisement consent is sought for additional signage consisting of:

Sign 1: 1 x internally illuminated pylon sign located on grass verge to south of building - LED white – Luminous intensity 300-400cd/m^2 – 4590mm x 1600mm x 250mm - Front ACM concrete effect, base sheet black RAL 9005, matt Cupra logo + woodmark lacquered copper, Seat logo + woodmark lacquered black.

Signs 2 and 3: 3 x internally illuminated fascia signs – LED white – Luminous intensity 300-400cd/m^2 – 4300mm x 1350mm x 100mm.

Sign 2 (SEAT) x 1 on south elevation - Front ACM concrete effect, backplate steel galvanised blanc, Seat Logo lacquered black RAL 9005

Sign 3 (CUPRA) x 2 on south and east elevations - Front ACM concrete effect, backplate steel galvanised blanc, Cupra logo lacquered copper

Sign 4: 1 x non-illuminated entrance portico located to south elevation of building around existing opening – 4517mm x 3614mm x 600mm

Existing building frame to SEAT/CUPRA façade (east and part south elevation) to be resprayed to match RAL 7016 Anthracite.

Relevant Planning History:

AWDM/1604/18 - Installation of pre-fabricated spraybooth to east of main building for Caffyns Volkswagen. – Approved

AWDM/1393/13 - Application for advertisement consent for fascia signage and various entrance and totem signs (some internally illuminated) for Caffyns VW Worthing - Approved

Consultations:

None required

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM6
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment

The revised NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 (Public Realm) states that *"express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety".*

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 prominently located adjacent to the north side of the A2032 Littlehampton Road. The south and west elevations of the building are clearly visible with the east elevation being partially obscured by mature trees. The south elevation of the building is set back from the pavement edge by approximately 16m and separated by a deep grass verge and vehicle display parking to the frontage.

The additional fascia signs to the south and east elevations would not dominate the existing building or result in a cluttered appearance. The building is sufficiently large to accommodate additional signage of the scale proposed. The materials, illumination and detailed design of the signs are in keeping with this large scale commercial unit and would complement the modern appearance of the existing building.

The addition of a portico surrounding an existing entrance to the building would reflect the existing portico to the west elevation but at a smaller scale. There would be no harm to the appearance of the building or surroundings as a result of this addition.

The proposed pylon sign to the grass verge frontage to the south of the building would be in addition to the existing VW pylon sign and would be aligned with this sign approximately 19.5m further east. The proposed pylon would be similar in terms of height and width and levels of illumination to the existing pylon sign. Sufficient spacing would be retained between the two pylons signs and an additional sign to this wide expanse of grass verge would not appear cluttered or excessive for the site.

There would be no adverse impact on the visual amenities of the locality as a result of the proposed additional signage in this location.

Residential Amenity

There are no residential premises close to the east or south elevations of the building where the new signs are proposed, with the nearest residential premises being over 45m to the east. There is existing illumination to this elevation of the building and no additional harm would occur as a result of this proposal.

The new signage to the south elevation faces on to the main road and would not result in any harm to amenity.

There would be no detrimental impact on residential amenity resulting from this proposal.

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.

The proposed signage is positioned a sufficient distance from the main road and would not cause a distraction to highway traffic or any hindrance to pedestrians. There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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

Case Officer:	Amanda Haslett	Date: 18/02/25
Authorised by:	Jo Morin	Date: 20.02.2025