Development Management – Delegated Officer Report

Application Number: AWDM/0655/25 Recommendation: Approve

Site: Eastbrook Garage, 312 Old Shoreham Road, Southwick

Proposal: Advert consent for internally and externally illuminated street totem and building signage; flags and poles to car dealership

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 application is an amendment to a previous advert consent AWDM/0713/24.

As amended, the signs proposed are:

- 2no. illuminated double-sided totem signs measuring 5m high and 1.2m and 1.5m wide each containing the text “Hyundai” and “Vauxhall” and associated logos. They are to be located on both sides of the site entrance and externally illuminated by ground-mounted spotlights
- 4 no. non-illuminated directional signs measuring 2.4m high and 2m wide to be located within the car park
- 2 no. 6m high branded flags on the site frontage
- 2no. Illuminated branded signs adjacent to the east elevation of the showroom. These are a 2.8m high ‘entrance gate’ sign designed to go over and around the entrance doors, and a 4m high totem
- Several non illuminated brand logo signs on the building’s facade
- A pole sign to advertise Mayberry Garden Centre measuring 3.6m high, 1.6m wide and illuminated externally via ground mounted spot lighting to be positioned adjacent to the public footpath on the eastern boundary

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

AWDM/0713/24 - 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 various non illuminated brand facade signage on south, east and west elevations

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

1 objection received from the occupier of 267 Old Shoreham Road:

- No further lighting needed

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (2024)

Planning Assessment

Amenity

The application has been amended to reduce the number and height of flagpole signs along the frontage from 6no. 8m poles to 2no. 6m poles. There is a slight increase in the amount of signage overall but the application also includes a sign relating to the adjacent site (Mayberry Garden Centre, in the same ownership).

Overall, the proposed signage is considered to have an acceptable impact on the visual amenities of the locality and has been reduced since the original submission to avoid an excessively cluttered appearance. There are more signs on the frontage than previously approved, including an additional totem, but the flagpoles are quite slim in appearance and are not considered to be unduly intrusive. 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: 26 June 2025

Authorised by: Louise Prew Date: 26/06/2025