Expiry Date - 19/09/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0940/24 **Recommendation – APPROVE**

Site: **Yeomans Conifer Drive Worthing West Sussex**

Proposal: **Remove existing signage and install new illuminated and non-illuminated Toyota brand signage**

Date of site visit: 27/08/24

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located adjacent to the roundabout at the junction of Yeoman Road and Littlehampton Road within West Worthing and is currently occupied as a car sales and showroom for Toyota. The offices for Southern Water are located opposite the site to the west, a pub and restaurant to the south and residential dwellings to the north and east. The site is identified as a Key Industrial Estate within the Worthing Local Plan.

The premises comprise a large single storey building with brick and glazed elevations with a tiled hipped and flat roof with hexagonal form to the west (front). The car park extends to the north, east and south of the building and the perimeter is partially screened by mature trees consisting of a group of TPO trees to the north and west boundaries of the site and individual trees to the south boundary. The property is not a listed building and is not within a conservation area.

Proposal

Advertisement Consent is sought for replacement illuminated and non-illuminated signage in aluminium, steel, ACM and acrylic, consisting of:

Sign A – Fascia sign (Dealer name) – 4410 x 1010mm – Grey and black - internally illuminated static – West elevation

Sign B – 2no. Fascia signs (Toyota branding) – 1237 x 800mm on 4410 x 1010 back panels - White and black - internally illuminated static – West elevation

Sign C – Entrance pillar sign – 2500 x 840mm - Oak timber effect background with grey and white letters, white logo and red trip at top on sign - - internally illuminated static – West elevation

Sign D – Directional sign – 1810 x 755mm - Red, grey and white – non-illuminated – North at entrance to site

Sign E – Totem sign – 4000 x 1347mm - Oak timber effect background with grey and white letters, white logo and red strip at top on sign - internally illuminated static – North-west corner of site

All of the signs would replace signs of a similar type and position to the existing signage.

Relevant Planning History:

Various applications approved for illuminated and non-illuminated signage at this site.

Consultations:

None required

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM11
National Planning Policy Framework (DLUHC 2023)
National Planning Practice Guidance

Planning Assessment

The upgrading 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 a busy roundabout and within a key industrial area. The protected trees surrounding the site reduce the prominence of the building and its signage.

All of the signs proposed by this application would replace existing signs in the same position and of similar size, colour and illumination. The signage would not appear out of keeping with the commercial setting and would not dominate views of the area.

The proposed signs would not have any additional impact on the visual amenities of the locality and are consistent with signage for other similar uses in the area.

Residential Amenity

The closest residential properties are to the north at Hayton Court and to the east at Foxglove Walk.

The signage would replace those existing on site and would not introduce new or additional illumination. There would be no additional impact on the residential amenities of neighbouring properties as a result of replacement signage at this site.

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 signs would be set well back from the road and the roundabout and would not cause a distraction to highway traffic. The fascia signs would be 3m above ground level and are not close to any public pavement and therefore they would not cause 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: 18/09/24

Authorised by: Peter Barnett Date: 19 September 2024