

Development Control – Delegated Officer Report

Application Number: AWDM/0133/25 **Recommendation – GRANT
CONSENT**

Site: **Unit 1, Grange Ind. Est., Albion Street, Southwick, BN42 4EN**

Proposal: **Advertisement Consent for installation of an internally
illuminated digital advertisement display.**

Date of site visit: Assessment has been assisted using the Applicants plans; Earthlight mapping; and Google 3D of the site.

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a piece of land between 2no. buildings (Coppard Plant Hire & Tool Station) which has had an existing advertising hoarding in position at this point for at least 10 years. The site is adjacent to the A259 Worthing to Brighton Road, named Albion Road. The buildings that the sign transverses are retail/ commercial uses, with other commercial uses on the opposite side of the road. Also opposite the site and close by is the Shoreham Port.

The sign visually blocks the gap between the 2no. buildings, which appears to be used for storage for the commercial units themselves.

The area itself has a plethora of large advertisement on the buildings or general signage, thereby the sign is in character with its locality.

The site is not a Listed Building and is not within a Conservation Area.

Proposal

The application seeks advertisement consent for the installation of a digital advertisement display by way of an:-

- Internally illuminated digital hoarding 3m high x 6m wide x 0.061m deep, to match existing dimensions;
- Illumination will be internal;
- The illumination is stated as being static;
- The height from the ground to the base of the advertisement is shown to be 2.2m, compared with 1.7m as existing;

- The maximum height of any of the individual letters and symbols is stated as being 300 centimetres;
- The materials the advertisement is made of is stated to be Lightweight digital LED panels;
- The colour of text and background is stated as being Multicoloured.
- The brightness of the sign is said to be 300cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance;
- The advertisement is stated to project over a footpath or public highway;
- The time period required for the new signage is 5 years.

Relevant Planning History:

SW/18/99 Externally illuminated Advertisement Hoarding (Retrospective)
Consent 12.05.1999

Consultations:

WSCC Highways: The signage is set back from the highway, within a 30mph speed limit, on a straight section of road, and in an area that is already lit so the possibility of it causing a distraction or dazzle should be limited. With the brightness, 5,000 cd/m² seems high but this as I understand it will be the maximum and will only be during hours of daylight. The signage will have to dim during hours of darkness to no more than 300 cd/m².

I would suggest also that the sign is restricted to static images only albeit these may rotate through various images.

Representations: None received

Relevant Planning Policies

Adur Local Plan policy 1,15
 National Planning Policy Framework
 National Planning Practice Guidance

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into

account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

“Amenity” includes aural and visual amenity;

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity:

The locality around and near the application site is predominantly commercial, with residential further to the east. The main railway line is to the north, the main A259 road is next to the site, and Shoreham Port and the River Adur are to the south of the site.

The existing paste and paper hoarding advertisement sign is located across a gap between, of approx. 7.5m between 2no. commercial buildings Tool Station at Unit 2 and Coppard Plant Hire at Unit 1. The Hoarding is positioned at an angle and is set back from the A259 by approx. 10m. A grass verge, a pavement and a further narrower grass verge strip form the ground conditions at this point. Advertisement consent for the paste and paper hoarding sign has been in existing since at least 1999.

Google Maps show that the paste and paper Hoarding has been in this location for some 17 years. The proposed digital display will be of the same size, positioned slightly higher above ground, but will display moving images of greater brightness than a traditional static poster hoarding. However, within this industrial location on the side of a busy road and with other signage on the nearby industrial buildings, the proposal is considered to respect the character and appearance of the surrounding area and thereby acceptable in amenity terms.

Public Safety:

The public safety of the area includes such things as the safety of persons using any highway etc. together with highway safety for road users. The current Hoarding is non illuminated but its replacement digital hoarding will be internally illuminated. As it will be next to the very busy Worthing to Brighton A259, the WSCC Highways have been consulted and they raise no highway objections to the change to internally illuminated Hoarding signage.

The replacement signage will not thereby result in any amenity or public safety issues subject to controls over the luminance and operation of the display.

Recommendation

APPROVE subject to Standard Conditions 1-6

- 7. Luminance daylight hours
- 8. Luminance hours of darkness
- 9. No moving images
- 10. Min display time
- 11. Interval between content
- 12. Image

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

Case Officer: Eve Hearsey Date: 28.04.2026

Authorised by: Peter Barnett Date: 28 April 2026