

Planning Statement

**Advertisement Application for the Erection of Various Signs, Including
Illuminated and Non-Illuminated Signs**

**East Preston Depot, Station Road, East Preston, West Sussex,
BN16 3AA**

Prepared for
Cube Storage

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Vr. 2.3

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1. INTRODUCTION

- 1.1. We are instructed by Cube Self Storage to submit this Statement in support of an application under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 for consent to display various signs on the buildings that comprise, East Preston Depot, Station Road, East Preston, West Sussex, BN16 3AA.
- 1.2. This application is submitted following the approval of a change of use application at the above site, which the Local Planning Authority (LPA) approved in March. This allowed a change of use of the buildings from Class E (formerly A1) to B8 Storage and Distribution. This approval reference is E/1/26/PL. The current submission is directly aligned to this.
- 1.3. This application is lodged by the same company and the scheme seeks consent for new advertising at the site that will confirm their occupation. The signs will replace those currently attached to the buildings' facades, for the previous occupants, Parker Building Supplies.
- 1.4. There are two buildings that occupy the site. To maintain consistency with the change of use application, these will be referred to as Building A (larger building to east of site) and Building B (smaller building to the west of the site). Under this application, consent is sought for various advertisements on each elevation of both buildings.
- 1.5. The majority of the signage will be non-illuminated. Where illumination is proposed, this is on smaller entrance signs located above doors and windows. One single larger advertisement board on the west elevation of Building A, which is the main entrance, will also be illuminated. The signs are of varying sizes and their location and scale will be described in this submission. However, they are consistent in terms of their colour scheme and appearance.
- 1.6. The application is accompanied by the following drawings:
 - Proposed Floor Plan and Sign Locations, Drawing No. 2025.PL01 Rev A;
 - Existing Elevation and Floor Plans for Building B, Drawing No. 2025.PL04 Rev A;
 - Proposed Elevation and Floor Plans for Building B, Drawing No. 2025.PL05 Rev B;
 - Existing Elevation and Floor Plans for Building A, Drawing No. 2025.PL06 Rev A;
 - Proposed Elevation and Floor Plans for Building A, Drawing No. 2025.PL07 Rev B; and
 - Combined Site Location and Block Plan, Drawing No. 2025.PL08;
 - Proposed Sign Design & Lettering Details, Drawing No. 2025.PL09 Rev A; and
 - CIL Form.
- 1.7. This Statement details the site and its surroundings, sets out relevant planning history and background to the site, summarises regulatory and planning policy guidance in relation to the display of advertisements, including at a national level, and within the Development Plan, and

assesses the scheme in accordance with the requirements set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. SITE & SURROUNDINGS

- 2.1. The application site is located in the centre of East Preston and adjacent to Angmering train station. The land is flat and entirely developed. The yard contains two storage buildings and some areas of external storage. Building A, which is the larger of the two buildings is located to the eastern end of the site, and is of two storey construction with roughly an L-shaped footprint. Internally, there are two floors in part of the building. The buildings is in two sections, with a larger western side and a smaller eastern project that has its own separate access and loading area which is segregated from the remainder of the yard.
- 2.2. Building A, presently has four advertisement boards on the west facing elevation and one health and safety notice.
- 2.3. Building B, is the smaller building and located at the far western end of the site, with a notably smaller footprint, but still of two storey construction. Both buildings have a typical commercial/industrial character. They are clad in brick and metal sheet cladding, of varying colours. The building occupies a corner plot location with two road frontages and one railway frontage.
- 2.4. Building B, presently has four advertisement boards on the east elevation, two on the south, four on the west elevation and two on the northern.
- 2.5. Angmering station is an east-west railway line, that forms the northern boundary of the whole yard. The northern elevation of the larger building abuts the train platform. It is demarcated by fencing and some sporadic tree cover. The open yard area is then located adjacent to the station bridge and platform shelters. Building B is set to the south west of the end of the southern platform.
- 2.6. The application site sits in a commercial/industrial area of the village, with a number of neighbouring businesses located to the east and south. There are various large commercial buildings and yards that are in varying uses. To the east and south of these yards are the back gardens of neighbouring residential properties. Likewise, to the west of the B2140, there are also residential uses mixed in with smaller commercial and shop uses.

3. ADVERTISEMENT REGULATIONS

- 3.1. Regulatory control with respect to the installation and display of advertisements is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 3.2. Part 1 (Section 3) sets out that a Local Planning Authority in determining an application for express consent, shall exercise its powers under the Regulations in the interests of amenity and public safety, taking into account:

- a) The provisions of the Development Plan, insofar as they are material; and
- b) Any other relevant factors.

3.3. Section 3(2)(a) states that, *“Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.”*

3.4. Section 3(2)(b) states that *“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;*
- *ii) 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.”*

3.5. Section 3(4) states that *“Unless it appears to the Local Planning Authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.”*

4. PLANNING POLICY

4.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990 requires planning applications to be determined in accordance with the Development Plan, unless material considerations indicate otherwise. For the application site, the Development Plan (DP) comprises the Arun Local Plan (ALP) 2011-2031 (adopted July 2018) and the East Preston Neighbourhood Plan (EPNP) 2014-2029 (adopted 11 March 2015).

4.2. Material considerations include the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG), adopted Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPGs).

4.3. A new version of the NPPF is due in April 2026 and will replace the current iteration of the guidance. As this document is not yet released for use and it is unclear what draft guidance might change as a result of the on-going public consultation, so assessment is provided against the current NPPF. If the new NPPF is released for use during the course of this application, the applicant will provide an updated assessment at that time.

4.4. The LPA are working on a new Development Plan Document to replace the ALP. On 19 July 2023 a Full Council agreed to resume work on replacement document, following pauses in 2021 and 2022. An Issues and Options (Regulation 18) 'Direction of Travel Document' was published for consultation between March and May 2024.

- 4.5. The document identified the issues and challenges facing the district and the options that could help to address them. It should be noted that it did not identify any specific uses of land, potential development sites or draft policies as this will be done through a later stage of the Local Plan process. The responses received during the consultation were reported to Planning Policy Committee in September 2024. Since then, there has been no further update to the plans progress.

5. NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 5.1. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The revised version of the NPPF was released on 12 December 2024. For the purposes of this application, the following Paragraphs and Chapters are considered relevant to the proposal.

- 1- 12, 39, 48, 49, 85 - 87 and 141.

- 5.2. Paragraph 8 sets out that achieving sustainable development means that the planning system has three overarching objectives (economic, social and environmental), which are interdependent and need to be pursued in mutually supportive ways.

- 5.3. Paragraph 10 states that so sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development.

- 5.4. Paragraph 38 makes clear that Local Planning Authorities (LPAs) should approach decisions on proposed development in a positive and creative way, and should seek to approve applications for sustainable development where possible.

- 5.5. Paragraph 85 states, *"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential."*

- 5.6. Paragraph 86 states that, *"Planning policies should*

- *a) set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to the national industrial strategy and any relevant Local Industrial Strategies and other local policies for economic development and regeneration;*
- *b) set criteria, and identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;*
- *c) pay particular regard to facilitating development to meet the needs of a modern economy, including by identifying suitable locations for uses such as laboratories, gigafactories, data centres, digital infrastructure, freight and logistics;*
- *d) seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and*

- e) *be flexible enough to accommodate needs not anticipated in the plan, and allow for new and flexible working practices and spaces to enable a rapid response to changes in economic circumstances.*

5.7. Paragraph 141 states 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.”*

6. ARUN LOCAL PLAN (ALP)

- 6.1. The ALP is the main Development Plan Document for the site and contains a range of applicable policy. The applicant has had regard to various chapters in the ALP, including both strategic objectives, policy requirements and other useful information.
- 6.2. Chapter 8 covers Employment and Enterprise issues. This confirms that, Arun's Local Plan strategic objective for Employment and Enterprise is to: *“Strengthen Arun's economic base and provide local job opportunities by increasing, diversifying and improving the quality of employment within the District through the provision of appropriate employment sites, quality affordable accommodation and the development of business support and partnerships.”*
- 6.3. Paragraph 13.1 Design, includes general aims about ensuring good design quality, which is broadly applicable. Paragraph 13.1.4, confirms that Policy objectives are to create and promote, *“pleasant spaces and a sense of welcome through improved lighting and signage.”*
- 6.4. The associated Policy, D DM1, states that, *“When considering any application for development the Council will have regard to the following aspects: 11.Layout - legibility. Deliver or contribute to the ease of navigation within a new or existing development scheme through use of focal points (landmarks, gateways, vistas, corner buildings, active edges, existing topography), and/or a variety of detail within the public realm (sculpture, planting, street furniture, building materials, building detail, signage).”*

7. EAST PRESTON NEIGHBOURHOOD PLAN (EPNP)

- 7.1. This document contains no applicable guidance.

8. PROPOSED DEVELOPMENT

- 8.1. This section of the report should be read in conjunction with the proposed floor, elevation and sign plans, which clearly detail the size, location, colour, design, illumination and lettering size of each sign.
- 8.2. The application seeks consent for the following advertisements:
- 8.3. *Building A:*
- 8.4. North Elevation – 2 non-illuminated advertising boards located at either end of the building. Both signs would be identical and would read ‘Cube Self Storage’. Signs would be aluminium flat

composite panels, 6,225mm long x 2,260mm high, with 60mm returns. Panels would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. Both signs would be set 4.54m above ground level. The largest symbol would be 1.97m.

- 8.5. East Elevation – 3 non-illuminated advertising boards.
- 8.6. A large sign, similar to those proposed on the north elevation, would be located on the left-hand upper part of the building. The sign would be an aluminium flat composite panel, 4,960mm long x 1,800mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 5.45m above ground level. The largest symbol would be 1.65m.
- 8.7. The second sign would be located above the entrance doors. It would be a smaller version of the Cube sign. The sign would be an aluminium flat composite panel, 1,800mm long x 650mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 2.33m above ground level. The largest symbol would be 0.57m.
- 8.8. The third sign would be a small loading and unloading sign. The sign would be an aluminium flat composite panel, 555mm long x 500mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 1.5m above ground level. The largest symbol would be 0.05m.
- 8.9. South Elevation – 10 non-illuminated advertising boards. There would be three main advertising hoardings on the upper part of the building and seven smaller signs on the lower part, including loading and entrance signs.
- 8.10. The first upper sign would be a large sign, similar to those proposed on the north elevation, located on the left-hand upper part of the building. The sign would be an aluminium flat composite panel, 5,800mm long x 2,100mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 4.62m above ground level. The largest symbol would be 0.57m.
- 8.11. The second upper sign would be located centrally within a blue-clad façade, to the right of the first sign, and would read 'your local storage expert'. The sign would be an aluminium flat composite panel, 11,000mm long x 2,100mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 4.62m above ground level. The largest symbol would be 0.49m.
- 8.12. The third upper sign would be located on the right-hand side of the blue façade and would display the company telephone number and website. The sign would be an aluminium flat composite panel, 5,855mm long x 2,100mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 4.62m above ground level. The largest symbol would be 0.7m.

- 8.13. Below the upper signs would be four identical small signs at street level. These would each be a small version of the upper left-hand sign. The signs would be aluminium flat composite panels, 1,000mm long x 500mm high, with 60mm returns. Panels would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The signs would be set 1.5m above ground level. The largest symbol would be 0.185m.
- 8.14. Two further lower-level signs would also be identical in size and located on the right-hand part of the building, set back from the public realm. Both would be loading/unloading signs matching those on the east elevation. The signs would be aluminium flat composite panels, 555mm long x 500mm high, with 60mm returns. Panels would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The signs would be set 1.5m above ground level. The largest symbol would be 0.05m.
- 8.15. The final sign would be located above the entrance doors and would be a smaller version of the Cube sign. The sign would be an aluminium flat composite panel, 1,800mm long x 650mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 2.33m above ground level. The largest symbol would be 0.575m.
- 8.16. West Elevation – 3 illuminated advertising boards and 2 non-illuminated loading signs.
- 8.17. A large sign would be located on the left-hand upper part of the building and would display the company details, symbol and a cartoon figure with boxes. The sign would be an aluminium flat composite panel, 5,200mm long x 2,095mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be illuminated from above with external black pelmet/trough lights with IP65 fittings. The lights would be static and run along the entire length of the sign to provide an illuminance level of 300 cd/m². The lights would be operated via a light sensor and timer to switch off between 23:00 and 05:00. The sign would be set 2.74m above ground level. The largest symbol would be 1.87m.
- 8.18. The second sign would be located in the central apex of the front gable and would be similar to the main Cube sign on other elevations. The sign would be an aluminium flat composite panel, 6,205mm long x 2,260mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. Illumination would match the first sign. The sign would be set 5.51m above ground level. The largest symbol would be 1.97m.
- 8.19. The third sign would be a small entrance sign located above the door reading 'Reception'. The sign would be an aluminium flat composite panel, approximately 900mm long x 300mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. Illumination would match the other signs. The sign would be set 2.185m above ground level. The largest symbol would be 0.115m.
- 8.20. The remaining two signs would match the loading signs on other elevations and would be non-illuminated.

8.21. *Building B:*

8.22. North Elevation – 1 non-illuminated advertising board. The sign would include the Cube logo, telephone number and email address. It would be an aluminium flat composite panel, 5,000mm long x 2,400mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 1.86m above ground level. The largest symbol would be 1.465m.

8.23. West Elevation – 2 non-illuminated advertising boards.

8.24. The first sign, on the left, would be similar to Building A and include the cartoon figure. It would be an aluminium flat composite panel, 6,000mm long x 2,415mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 1.71m above ground level. The largest symbol would be 2.15m.

8.25. The second sign, on the right and on the upper part of the building, would include the Cube logo and read 'we sell boxes'. It would be an aluminium flat composite panel, 5,270mm long x 1,475mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 4.64m above ground level. The largest symbol would be 0.59m.

8.26. South Elevation – 1 non-illuminated advertising board. The sign would match the main Cube signage on Building A. It would be an aluminium flat composite panel, 6,225mm long x 2,260mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 3.7m above ground level. The largest symbol would be 1.97m.

8.27. East Elevation – 3 non-illuminated advertising boards: one main sign and two smaller loading signs matching those on Building A.

8.28. The main sign would match the primary Cube signage on Building A. It would be an aluminium flat composite panel, 4,075mm long x 1,475mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fitted to the external wall with aluminium angles and screw fixings into returns. The sign would be set 4.85m above ground level. The largest symbol would be 1.295m.

8.29. The two smaller loading signs would replicate those on Building A.

8.30. *Fencing Signs.*

8.31. The following signs would be attached to the 3m-high fencing along the southern boundary of the site, except for two which would be fixed to the west elevation of a small structure within the site (identified as Building C on the site layout plan). Three advertising sign types are proposed, labelled A, B and C. All signs would be non-illuminated.

8.32. Sign A would be located to the left-hand side of both vehicular entrances. These would display access times, office hours and contact numbers, along with the Cube symbol. The signs would be aluminium flat composite panels, 750mm long x 1,000mm high, with 60mm returns. Panels would

be finished with printed self-adhesive lettering and fixed to the fence with aluminium brackets and screws. They would be set 1m above ground level. The largest symbol would be 0.175m.

- 8.33. Sign B would read 'customer parking' with the Cube symbol. Five signs would be equally spaced along the boundary fence between the Sign A positions, with two additional signs on Building C. All would be aluminium flat composite panels, 1,000mm long x 500mm high, with 60mm returns. Panels would be finished with printed self-adhesive lettering and fixed to the fence with aluminium brackets and screws. They would be set 1m above ground level. The largest symbol would be 0.185m.
- 8.34. Sign C would be located at the western end of the fence, to the south of Building B. It would include the Cube symbol, contact number and the text 'new site offer, 60% off, free in-store services'. It would be an aluminium flat composite panel, 6,000mm long x 2,400mm high, with 60mm returns. The panel would be finished with printed self-adhesive lettering and fixed to the fence with aluminium brackets and screws. It would be set 0.5m above ground level. The largest symbol would be 1.2m.

9. MATERIAL PLANNING CONSIDERATIONS

- 9.1. Having regard to Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, national planning guidance, and Development Plan policy, it is considered that the main considerations in the determination of this application are:
- Principle of the Development;
 - Amenity;
 - Public Safety; and
 - Heritage.
- 9.2. Each is now considered in turn.

10. PRINCIPLE OF DEVELOPMENT

- 10.1. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 enable LPAs to control the display of advertisements only in the interests of amenity and public safety, having regard to the provisions of the Development Plan, insofar as they are material.
- 10.2. Within Arun, the most relevant policy consideration relates to design. Accordingly, significant weight should also be given to NPPF Paragraph 141, which confirms that advertisements should be controlled in a manner that is consistent with amenity and public safety considerations.
- 10.3. More broadly, all tiers of planning policy seek to support and promote economic growth, including development within existing employment areas. At both Local Plan and neighbourhood level, policies seek to support the vitality and viability of businesses. This approach is reflected within the NPPF.
- 10.4. As established through the approved change of use application, the proposed occupation of the site by Cube Self Storage would deliver a range of economic benefits, bringing currently vacant

buildings back into active use. This advertisement application should therefore be viewed as an intrinsic component of that consent, as effective signage is fundamental to the operation of a self-storage business, which relies on customer awareness of its location. Indicative signage details were included within the change of use submission, and it was therefore reasonably anticipated that a subsequent advertisement application would be required.

- 10.5. To ensure the long-term sustainability of the use, it is important that the operator is able to advertise its presence in a manner comparable to previous occupiers.
- 10.6. Whilst there would be an increase in signage on Building A, this is balanced by a reduction on Building B and along the southern boundary fence. It is also relevant that Building A is significantly larger, with greater façade area available to accommodate signage without appearing visually cluttered. The rationalisation of signage on Building B is also a positive aspect of the proposal.
- 10.7. Overall, the proposed signage adopts a consistent livery and design approach across the site, creating a coherent and recognisable identity. The colour palette aligns with the RAL colours approved under the change of use permission, demonstrating a coordinated design strategy.
- 10.8. Having regard to the operational needs of the business and the policy support for economic activity, the principle of the proposed signage is considered acceptable and consistent with the Development Plan.

11. AMENITY

- 11.1. The Advertisement Regulations confirm that amenity considerations include the general characteristics of the locality, including any features of historic, architectural or cultural interest. The PPG further clarifies that this includes both visual and aural amenity, and relates to the experience of those within the immediate locality.
- 11.2. This approach is reflected in Policy D DM1, which requires consideration of design matters including scale, proportion, appearance, materials and siting.
- 11.3. The site is located within a commercial context where signage is an established and expected feature. The previous occupier displayed a number of advertisements across both buildings, and therefore the presence of signage is characteristic of the site.
- 11.4. The proposed signage is largely consistent in design, primarily displaying the Cube logo and associated business information. This reflects the wider character of the surrounding commercial estate, where a variety of signage is present.
- 11.5. Many of the smaller signs are located at low level and are closely related to functional elements such as entrances and access points. Similarly, the fencing signage is modest in scale and represents a reduction compared to the existing situation.
- 11.6. Only three signs (on Building A, west elevation) would be illuminated. These would be subject to controls to ensure they are switched off overnight, thereby limiting any potential impact.
- 11.7. Across Building A, signage is distributed in a manner that reflects the scale of the building, ensuring that it does not appear visually dominant. Larger signs are generally located on less prominent

elevations or within the internal parts of the site (e.g. facing the car park), thereby limiting their visibility from the wider public realm.

- 11.8. Building B occupies a more prominent position at the junction of the B2140 and Station Road, close to the railway station and level crossing. In recognition of this, the number of signs has been reduced and their scale moderated. The proposed signage is proportionate to the building and reflects the positioning of existing signage, albeit in a more rationalised form.
- 11.9. Overall, the proposal represents a coordinated and considered approach to signage, which respects the character of the site and its surroundings. It replaces a more fragmented arrangement of signage and is not considered to result in any unacceptable impact on visual amenity.

12. SAFETY

- 12.1. The Advertisement Regulations require consideration of public safety, including impacts on highway users and the potential for advertisements to obscure or confuse traffic signage or signals.
- 12.2. With regard to Building A, the only illuminated signs face internally towards the car park and would not be readily visible from the public highway. All signage is flush-mounted to the building and would not project in a manner that could create a hazard.
- 12.3. The southern elevation fronts an unadopted road, where vehicles travel parallel to the building. As such, signage would not be directly within drivers' primary field of vision. The northern elevation faces the railway platform; however, the signs are positioned such that they would not distract pedestrians or train drivers, given their orientation and separation distance.
- 12.4. The fencing signage is low-level and largely informational in nature, and represents a reduction compared to the existing situation.
- 12.5. In respect of Building B, signage on the east elevation faces into the car park and is not prominent from the public realm. On the southern elevation, visibility is partially restricted by existing fencing, and the sign is designed to be simple and non-distracting.
- 12.6. The western and northern elevations face towards the B2140 and the railway crossing. Here, signage has been limited in number and simplified in design. Compared to the existing arrangement, the proposal reduces visual clutter and improves clarity.
- 12.7. The building is set back from both the road and railway, and signage would generally be viewed at oblique angles. For train drivers, visibility is limited and transient, and the signage would not compete with railway signalling or infrastructure.
- 12.8. Overall, the proposed advertisements are appropriately located and designed such that they would not give rise to any adverse impacts on public safety.

13. HERITAGE

- 13.1. By means for short clarification, there are no listed buildings nor conservation areas near to the site that would be effected by the proposal. This confirms that heritage and setting considerations are not a material consideration for this proposal.

14. SUMMARY

- 14.1. The assessment of the proposed advertisements is governed primarily by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which require that applications are determined having regard only to the interests of amenity and public safety, taking into account relevant provisions of the Development Plan.
- 14.2. At the national level, NPPF Paragraph 141 confirms that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment, but that control should be exercised in a proportionate manner. The supporting PPG further advises that amenity considerations relate to the character of the area and the visual experience of users, while public safety considerations relate to impacts on highway users and transport infrastructure.
- 14.3. At the local level, Policy D DM1 of the Arun Local Plan requires development to achieve a high standard of design, having regard to scale, proportion, materials, siting and visual appearance. These considerations are directly relevant to the assessment of signage proposals.
- 14.4. In this context, the proposed advertisements have been designed as a coordinated and consistent signage strategy across the site, responding to the scale and function of the buildings. The proposals rationalise existing signage provision and ensure that advertisements are appropriately located, proportionate in scale, and visually consistent with the approved building finishes.
- 14.5. In amenity terms, the site is located within a commercial context where signage is an expected feature, and the proposals would not result in visual clutter or harm to the character of the area. In public safety terms, the advertisements are appropriately positioned, non-intrusive, and (where illuminated) subject to controls that prevent distraction to highway users or interference with railway operations.
- 14.6. Overall, the proposals accord with the requirements of the Advertisement Regulations, national policy within the NPPF, and relevant Development Plan policy. They are therefore acceptable in policy terms.