Expiry: 4/8

Development Control – Delegated Officer Report

Application Number: AWDM/0812/23 Recommendation: Grant

Site: 37 Richmond Road, Worthing

Proposal: **Installation of one internally illuminated fascia sign and one internally illuminated protruding sign.**

Date of site visit: 18/10

Neighbours checked: y

Additional neighbour notifications: n

Site and Surroundings

The site is on the south side of Richmond Road opposite the law courts. It is an imposing detached two storey red brick Victorian building with decorative stone banding, a central gable feature and differing sized wings either side. It sits in a tight plot with only small areas of yard on three sides. On the north it abuts the pavement edge. The building is not listed but is identified as a Local Interest Building in the Local Plan. It is also within the Chapel Road conservation area. On its east and west boundaries are the rear gardens of residential properties in Grafton Road and Portland Road. Its southern boundary is shared with a day nursery on Grosvenor Road.

Planning permission was granted last November to convert this building into a 9 bed hotel. Works have commenced.

Proposal

Permission is sought to provide two internally illuminated signs. The first sign is above ground floor level on the left hand side of the building. It measure 1700mm in width by 800m in depth and 15mm in width and will project only 30mm from the wall. It is described in the drawing as 'warm yellow, dull neon light on clear Perspex background with stainless steel spacer fixings in corners.'

The second sign is a hanging sign on the right hand side of the frontage above ground floor level. It measures 667mm square, 70mm deep and will project from the wall a maximum 800mm from the wall. It is described as having a bright white light on an opal acrylic.

Relevant Planning History:

AWDM/0811/23 – Front elevation lighting. Pending

AWDM/0408/23 - Proposed addition of one new window and replacement of existing timber door to a new timber-framed window, both to the rear (South) elevation. Granted 10.5.23

AWDM/1473/22 - Change of use to provide 9x guest accommodation rooms with related facilities (Use Class C1). Granted 29.11.22

Consultations:

Worthing Society: No response.

Conservation Architect: No objection.

Representations:

None received.

Relevant Planning Policies

Worthing Local Plan 2020-2036, SP1, DM5, DM23 and DM24
DM24 (The Historic Environment)
National Planning Policy Framework (HCLG 2021)
National Planning Practice Guidance

Planning Assessment

The key considerations in this case are: impacts on the appearance of the building and the wider conservation area and any impacts on neighbour amenity.

Heritage/Visual Amenity

The signage is an acceptable addition to this repurposed building and will support the use as a small hotel, which is under construction. It will preserve the appearance of the conservation area.

Residential Amenity

No residential neighbours will be affected by this proposal.

Recommendation

APPROVE subject to Conditions:-

1-6 Standard conditions
7. Approved Drawings

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: MOK Date: 18/7/23

Authorised by: Jo Morin Date: 19.07.2023