Expiry Date - 14/07/2023

Development Control – Delegated Officer Report

Application Number: AWDM/0724/23 **Recommendation – APPROVE**

Site: **Site Of 1 And 1A And 2 To 3 New Broadway Worthing West Sussex**

Proposal: **Installation of 2 no. internally illuminated fascia signs (Resubmission of AWDM/0049/23)**

Date of site visit: Pre-application site visit – 08/03/23

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on a prominent corner position at the junction of Tarring Road and South Street, adjacent to the railway crossing and within the Tarring Road Medium Scale Local Centre. The property comprises of a two storey, flat roof building at the western end of a terrace of shops and businesses, with brick and render to the upper elevations and shopfronts at ground floor. The building was formerly three separate units that have been amalgamated into one at ground floor and has two street elevations to the south and west.

There are residential flats above some of the shops in this area.

The property is not a listed building and it is not within a conservation area.

Proposal

Advertisement consent is sought for the installation of 2 internally illuminated fascia signs.

The fascia signs will be fitted to the south and west elevations of the building measuring 5209mm (west) and 24290mm (south) wide by 300mm high. Five drop down panels will form part of the fascia spaced at regular intervals and featuring the logo of the business. These panels measure approximately 1160mm wide by 750mm high. These panels will project a maximum of 140mm in line with the main fascia and overhanging part of the windows.

The signs will consist of a composite aluminium back tray in RAL 7016 Anthracite with graphics to be fret cut and flush inlayed in opal and blue (to match Pantone 300c) Perspex with LED static internal illumination to the text and logos.

Relevant Planning History:

AWDM/0049/23 - Installation of 2 no. internally illuminated fascia signs – Refused

Consultations:

Network Rail - Following a review of the application, I can confirm that Network Rail have no objections to the proposal.

Representations:

One objection received from neighbour opposite the site:

I would like to object to this installation. We are a residential property overlooking said address and if there are illuminated signs posted opposite our bedroom window it would heavily disturb our sleep. We already suffer light pollution from traffic lights and the rail crossing and we feel that further bright light would significantly decrease our quality of life.

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6
National Planning Policy Framework (HCLG 2021)
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.

Background

The previous application was refused for the following reason:

The proposed internally illuminated fascia sign, by reason of its continuous length, excessive size and design would appear as an incongruous and visually intrusive addition to the streetscene that fails to respect the distinctive architectural character and features of the host building on this prominent corner, to the detriment of visual amenity and local character. As such, the proposal is contrary to policies 16 of the Worthing Core Strategy, policies DM5 and DM6 of the Draft Submission Worthing Local Plan Policy (As Modified).

Visual Amenity

The site occupies a busy corner property where roads cross to the north, south, east and west. The traffic light controlled junction combined with the railway crossing will cause drivers and passengers to pause and observe the environment. There are traffic lights, multiple street lights and highway signs on this corner location.

The property has two distinct and separate shop fronts with a deep fascia and circular drop down signs with large single windows to the western end and a much narrower fascia and multi-pane windows to the eastern end. The shopfronts are interspersed with two recessed doorways and one flush doorway. Whilst the stall riser height is relatively consistent within this terrace, the depth of the fascia signs and window configuration differs widely.

The previously refused scheme proposed a long and deep fascia which obscured many of the architectural features of the building and failed to respect the character of the building.

A site meeting was held following the previous refusal and various options were discussed to overcome the objections. The submitted scheme is the result of those discussions.

The proposed fascia signs would follow the existing fascia of the building at the narrower depth which is consistent across both shopfronts. The deeper fascia to the western end would be retained as existing but painted the same colour as the pillars and stall risers to the rest of the building to form a backdrop rather than part of the signage. The proposed signage would respect the vertical pillars which mark the architectural and visual separation of the bays. To unify the appearance of the building, drop down signs have been incorporated in to the fascia design interspersed at regular intervals and reflecting the design of the previous circular signs that featured on the western end of the building. This design preserves the existing shopfronts without changes to fenestration or doors and respects the architectural features of the building. The narrower fascia design would not appear visually dominant or intrusive in the street scene or detract from the character of the area.

There are other examples of internal illumination in the street scene associated with a mix of uses. The illumination would be limited to the text on the fascia signs and the logo on the drop down signs. This amount of illumination has been reduced from initial discussions and would not be considered excessive or intrusive in the street scene.

The reasons for refusal of the previous application have been successfully addressed by this application and the scheme would not have any significant impact on the character of the area or the visual amenities of the locality.

Public 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.

<u>Pedestrian safety:</u>

The fascia and panels would not overhang the doorways to the shop or any residential access. The height from the ground to the base of the sign would

be 2352mm and the maximum projection of the signs from the face of the building would be 140mm. The proposed signs overhang the windows but do not project out above the pavement and would not represent an obstruction or a hazard to individuals.

Vehicular highway safety:

The site is within a shopping parade. It is set back from the vehicle highway by a wide pavement of 3m depth (minimum). The shopping units in the parade all have fascia signage. Many of the fascia signs are non-illuminated but there are examples of projecting signs with illumination and external illumination. The fascia sign lettering and logo proposed would have static internal illumination with Illuminance levels of 500 cd/m. The logo and lettering would be simple in both design and appearance.

As such, the proposed signage would not cause a distraction to highway traffic.

There are no implications arising from the proposal from a public or highway safety perspective.

Residential Amenity

There are residential flats located at first floor, above the shops, opposite the site and further to the east. The proposed signage would improve the appearance of the shopfront and enhance outlook for nearby residents. The use of internal illumination at the level proposed is not considered to result in significant harm to the living conditions of adjacent neighbours given the existing lighting and traffic lights at this busy junction. There are many other examples of illumination in the street scene. It is however considered that a time limit on the illumination would be appropriate to avoid light shining into the properties opposite during the night. A condition to restrict illumination to between 7am and 10pm is therefore considered appropriate.

There would be no significant detrimental impact on the residential amenities of adjacent occupiers as a result of this application.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. **Approved plans**
8. **No illumination outside the hours of 7am to 10pm**

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? Y

Case Officer:	Amanda Haslett	Date:	04/07/23
Authorised by:	Jo Morin	Date:	06.7.2023