Expiry Date – 24/04/24

Development Control – Delegated Officer Report

Application Number: AWDM/0237/24 Recommendation – Approve

Site: **Cedar House, 60 - 62 Chapel Road, Worthing, West Sussex**

Proposal: **Installation of 1no. Proposed Staff Directory Sign to the right of the entrance to Cedar House and 1no. Proposed Projection Sign above the main entrance at first floor level, non-illuminated**

Date of site visit: 5 March 2024

Neighbours checked: Y

Additional neighbour notifications: N

Wider consultation: Y, site notice

Site and Surroundings

The application property is on Chapel Road within the Chapel Road Conservation Area. It contains a three-storey building in use as commercial at ground and first floors.

Proposal

The application proposes a staff directory sign at ground floor level next to the main door. A projecting sign is located at first floor. These replace existing signs on the building.

Relevant Planning History:

None relevant

Consultations:

Worthing Society: The design of the new signage seems proportionate to the scale of the building, is modest in colour and not illuminated. I am pleased to advise you therefore that we have no objection to the new signage.

Representations:

None

Relevant Planning Policies

Worthing Local Plan: DM5, DM6, DM24
National Planning Policy Framework

Expiry Date – 24/04/24

National Planning Practice Guidance

Planning Assessment

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety.

Amenity

The site is located within Chapel Road Conservation Area. Policy DM24 states that advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary. Internally illuminated signs will generally not be permitted

The signage is modest in scale, simple in design and uncluttered in appearance. The signage would not be illuminated therefore it is not considered to detract from the visual amenities of the area or harm the character of the wider conversation area.

The proposed signage would not adversely affect the character or visual amenities of the area.

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.

The signs are modest in size and located on the building. They are not illuminated so will not distract drivers. The signs are sufficiently above head height so as to not cause any concerns for pedestrians.

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

Recommendation

APPROVE subject to Standard Conditions:

1. Approved plans

2-6 Standard advertisement conditions

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: Louise Prew Date: 15/04/2024

Authorised by: Gary Peck Date: 15 April 2024