DELEGATED APPLICATIONS ASSESSMENT SHEET

Application No: 11/0040/ADV	Recommendation – Approve Application
Site	West Sussex Motors Palatine Road Worthing West Sussex
Proposal:	Revised internally illuminated single-sided sign to eastern part of the front (north) elevation of existing car showroom.

Date of Site Visit: 19th April 2011

Neighbours Checked: Y

Additional Neighbours Notified (List Addressess): N

SITE AND SURROUNDINGS AND DETAILS OF PROPOSAL

The site is an established car showroom and vehicle repair workshop on the south side of Palatine Road. It lies within a predominantly residential area.

Advertisement consent is sought to display an internally illuminated single-sided sign on the eastern side of the front elevation of the car showroom.

Revised plans, received on 4th May 2011, are for consideration. These follow negotiations over the original proposal, which was unacceptable.

The proposed revised advertisement would be an internally illuminated silver aluminium convex box sign with a black acrylic frame. It would measure 3000 mm long, 500 mm high and 140 mm wide. It would contain a set of 203 mm high light blue letters reading 'Suzuki' and a 345 mm high red 'S' logo. The illumination of the panel would have a luminance of 100 candelas per square metre. The sign would be positioned above the left-hand car showroom window on the front elevation of the building.

CONSULTATIONS AND REPRESENTATIONS

The Highway Authority, West Sussex County Council, raise no highway objections.

HUMAN RIGHTS

Article 8 of the First Protocol (Protection or Property) of the Human Rights Act 1998 is relevant to this application. It is accepted that this proposal, if approved, would have some impact on the neighbouring properties. However, it is considered that the level of development proposed would not cause undue harm in terms of additional noise, disturbance and loss of privacy and that, on balance, existing residential quality of life would not be adversely affected as a result of the proposal. Accordingly, it is considered that it is acceptable with regard to Article 8 and Article 1.

PLANNING ASSESSMENT

The issues to consider are the effects of the proposed revised single-sided sign on the visual amenities of the area and on highway safety, these being embedded in National Planning Policy Guidance Note (PPG) 19 "Outdoor Advertisement Controls" (March 1992).

This application follows two previous refusals of consent for larger single-sided signs on the eastern side of these car showroom premises. The original application WB/09/0781/ADV was refused in November 2009 and dismissed on appeal in June 2010. The last application, WB/10/0546/ADV, was refused in August 2010. (No subsequent appeal was lodged).

The revised signcase would be positioned just above, and slighter shorter than, the left-hand car showroom window. The Suzuki lettering and logo and their form of illumination would be centralised. The convex shape of the signcase and the neat lettering and logo, in my view, would be sympathetic with the proportions of the car showroom window below and with the design of the building as a whole.

The sign furthermore would not intrude unduly into the street scene; however, in order to safeguard the amenities of nearby residential properties, it is recommended that the hours of illumination of the sign be restricted to the hours that the premises are open for business. This can be controlled by a condition of consent, if granted.

The proposal would not adversely affect conditions of highway safety in the locality. The Highway Authority raises no highway objections.

In summary, the proposed revised form of signage under this application satisfactorily overcomes the objections to the previous applications for a larger sign in this position, and is acceptable.

RECOMMENDATION:

Approve, subject to condition(s):

Standard advertisement conditions 1 to 5
6. C1E3 – Consent relates to revised plans, Drawing No. 90624/Planning E 03.05.2011
7. C2B – Advertisement shall not be illuminated except during the hours that the premises are open for business.

Reasons for Recommendation:

The proposal complies with relevant Development Plan policies.

Is recommendation contrary to letter (s) of representation?

(No) ~~Yes/NA~~

DELEGATED

Case Officer
Sign..... Date 4th May 2011

Authorising Officer
Sign..... Date 5·5·11