DELEGATED APPLICATIONS ASSESSMENT SHEET

Application No: 11/0245/ADV	Recommendation – Approve Application
Site	130 Montague Street Worthing West Sussex BN11 3HG
Proposal:	Installation of a non-illuminated fascia sign and a non-illuminated hanging sign.

Date of Site Visit: 1st June 2011

Neighbours Checked: Y

Additional Neighbours Notified (List Addresses): N

Site and Surroundings & Details of Proposal

Express consent is sought to install a non-illuminated fascia sign and a hanging/projecting sign at 130 Montague Street, a ground floor shop. The signs have already been installed.

The fascia sign measures 5.85 metres long by 920 mm high by 50 mm in width. It comprises a light-blue powder coated aluminium panel containing a 485 mm diameter 'child' logo, using red vinyl graphics, and sets of smaller white PVC vinyl letters reading 'Save the Children' and 'Worthing'.

The hanging sign measures 700 mm by 500 mm. This contains smaller but identical information to the fascia sign and is attached to the fascia by means of bracket, at a height of 3.075 metres above ground level. There is no illumination on either sign.

The site is situated on the north side of Montague Street to the west of Crescent Road, within the central shopping area and also within the Montague Street Conservation Area.

Consultations and Representations

None

Human Rights

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

Planning Assessment

Under Policy 16 of Worthing's Submission Core Strategy and Policy BE6 of the South East Plan, consent will only be granted for new or replacement advertisements on a building in a Conservation Area, where they would reflect, and not materially harm, the historic design and character of the building and area concerned, in terms of their design, method of display, proportions and positioning, detailing and materials.

The installed signs in question at this site are neatly applied signs. The light blue panel with the soft white lettering and red logo gives the signs a 'low key' unobtrusive appearance that in my view, makes only a modest contribution to the historic character of the Conservation Area.

Nevertheless, the signs satisfy the above policies in terms of their design, positioning, method of display and materials and are not causing material harm to the appearance of the Conservation Area. Their retention and display is therefore considered to be acceptable.

Consent is recommended.

Recommendation

Approve, subject to the Standard advertisement conditions 1 to 5

Reasons for Recommendation: Not applicable

Is recommendation contrary to letter (s) of representation?

(No)/~~Yes~~/~~NA~~

DELEGATED

Case Officer Sign..... [redacted] .....Date.....3rd June 2011...

Authorising Officer Sign..... [redacted] .....Date.....7.6.11.....