DELEGATED APPLICATIONS ASSESSMENT SHEET

APPLICATION NO./ADDRESS: WB/11/0252/ADV – 4 Half Moon Parade

DATE OF SITE VISIT: 10/06/11

NEIGHBOURS CHECKED: Y

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): N

SITE AND SURROUNDINGS:

The application site is within an area of mixed character. A commercial parade is to the south with residential elsewhere. A Public House commands the corner.

The application property is an end of terrace commercial premises part of a modern designed shopping parade. Residential accommodation is situated immediately above at first floor.

PROPOSAL:

The development sought for has been advertised as 1 no. externally illuminated fascia sign. 2 no. non-illuminated window graphics

The proposal consists of:

- 1 no. external trough lit fascia sign to front face of building to measure (at maximum) approximately; 0.69 metres in height and 5 metres in length

- 2 no. non-illuminated window graphics, to measure (at maximum) approximately; 1.4 metres in height and 2.2 metres in length and 1.6 metres in height and 2.2 metres

Various other adverts are shown in the submitted drawings but these are deemed, so fall outside of the scope of this application.

RELEVANT PLANNING HISTORY:

96/0022/A Installation of one external illuminated fascia sign
Approved with Conditions 13-02-1996

RELEVANT PLANNING POLICIES:

South East Plan
CC1, CC6, BE1

Worthing Core Strategy
16

Worthing Local Plan 2003
H18, RES7

Government Advice
PPS1, PPG19

REPRESENTATIONS AND RELEVANT CONSULTATION RESPONSES:

West Sussex County Council Highways Authority comments:

Upon inspection of the plans, it does not appear that these signs are in a location where they could obstruct the highway. Provisionally, there would be no highway objection to these signs, providing they do not exceed 600 cd/m². In conclusion, there are no highway concerns associated with this proposal.

PLANNING ASSESSMENT:

Introduction

The principle planning concerns with this development is its impact upon amenity (in particular visually and upon neighbours), and highway safety.

Visual

Whilst the adverts would be an obvious feature in the street visually, the immediate area is of mixed character with a commercial appearance. The scale, size, and position of the fascia sign is appropriate to the modern shop front to which it would be attached. It is in proportion to it.

It is regrettable the vinyl graphics cover the entirety of the glazed shop window as this only serves to "deaden" the frontage to the detriment of the passing public. The size of the graphics also draws undue attention. This is certainly not a type of advert that would normally be supported by the local planning authority, and planning officers have sought the omission of at least one of the graphics without success.

Nonetheless their resultant impact should be considered against present circumstance. Currently the shop front is cluttered with promotional advertising and equally 'dead'. It makes an unsightly visual impression. Covering the glazing with two large graphics avoids seasonal advertising. Also the graphics are designed to mimic the transom light above the shop door. Finally although the site abuts the boundary of a Conservation Area the immediate shopping parade is modern in its design and none of the shop frontages within it exhibit traditional styling. The proposal ~~would return a shop~~ is critical to the shop's business model and the provision of a key grocer service to the locality

For these reasons, there is not sufficient justification to withhold permission on visual grounds alone.

Neighbours

The neighbour principally affected is the occupier of the accommodation directly above the shop (there is good distance between the development and any other neighbour).

Moreover, the applicant could install similar or still larger signs or images behind any external glazing without the need for advertisement consent. It is likely that this fall-back position would be exercised. Additionally, the applicant has indicated the design is key to their business model with racks of stocked shelves sitting behind. Even were the panel replaced by clear glazing, this unsightly arrangement would be obvious from the street

The new trough light directs light downward providing a low level of background illumination not uncharacteristic of an urban environment, especially when compared to the present situation.

So the illumination from the fascia sign would not be unduly intrusive.

Highway Safety

The building to which the adverts would be attached upon is some distance from the highway. The level of illumination of the fascia sign would be well below the recommended upper limit suggested by the Highways Authority, who raises no objection from this point of view.

Therefore the proposal would not distract passing traffic and other road users, so the safety of the highway is not impinged upon.

Conclusion

For the above reasons the proposal would not have an unacceptable impact upon identified amenities. Therefore resistance to it would be difficult to uphold.

RECOMMENDATION:

Approve subject to:-

Standard 1-5 adverts

1. Plans as approved
2. Redundant external hooded lighting be removed prior to erection of fascia sign hereby granted consent
3. Illumination not to exceed 600 cd/m2
4. No illumination apart from 30 minutes prior and post trading hours

REASONS FOR RECOMMENDATION:

The proposal complies with the advice contained in PPG19, and relevant Development Plan policies.

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 on balance, existing residential quality of life would not be significantly adversely affected as a result of the proposal. Accordingly it is considered that it is acceptable with regard to Article 8 and Article 1.

IS RECOMMENDATION CONTRARY TO LETTER (S) OF REPRESENTATION?

N/A

Whilst the fascia sign achieves a satisfactory standard of design and is otherwise acceptable, the window panels are regrettable in visual terms but not so unsightly as PTO

Justify withholding consent given the popularity of such panels in many supermarkets, the fall back positions and the importance of the panels to the business model and allied benefits of a supermarket use. As such the proposal is acceptable with due regard to Sarel Local Plan policies HLT and Core Strategy Policy 16.

DELEGATED

Case Officer
Sign..... [redacted] ..Date..... 19/7/11.....

Authorising Officer
Sign..... [redacted] ..Date..... 20.7.11.....

21.7.11