Expiry Date - 01/02/2024

Development Control – Delegated Officer Report

Application Number: AWDM/1679/23 Recommendation – APPROVE

Site: Shop Heene Corner 121 - 123 Rowlands Road Worthing

Proposal: Externally illuminated vinyl wrap to the front of the proposed Medpoint prescription collection machine with operation instructions, name and logo

Date of site visit: 16/01/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application site relates to the ground floor unit of 121-123 Rowlands Road. The site is currently in use as a local pharmacy. As such the glazing on the site has an obscure screening covering the glass. Rowlands Road on the southern side has a number of differing retail units the northern side of the road has large residential properties which have been largely converted to flats.

The proposal relates to the altering of the shop front and the northern panes of glass. This is to introduce a prescription vending machine to the street frontage.

The application originally sought to lower the stall riser under the prescription machine. An amendment has been sought to the proposal to reduce the works on the existing stall riser. To achieve this the machine has been shrunk in size and the stall riser has been retained at its existing height.

Relevant Planning History:
None

Representations:
None

Consultations:
West Sussex County Council as LHA: The proposed illuminance of 60cd/m2 as confirmed below would be acceptable. I have also taken a look at the submitted plans and I would raise no highway safety concerns.

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6

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National Planning Policy Framework (HCLG 2023)
National Planning Practice Guidance

Planning Assessment

Of consideration is the impact of the proposed advertisement on visual amenity and public safety.

Visual Amenity

The advertisement has not been designed in isolation. It is associated with the prescription dispensing machine around which it is located. It is necessary to advertise to people how to use the machine. While it is not a particularly common type of advertisement in this local centre it has similar coverage as the existing shopfront. The signage would not give rise to the proliferation of advertisements due to its association with the medpoint machine, would not be out of keeping with the existing shopfront, and is considered acceptable in the context of this town centre location.

Public Safety

There would be no concern in relation to public safety by virtue of the advertisements siting within the shopfront and the similar nature of the advertisement to what previously existed. The illumination level of 60cd/m2 has been confirmed by the applicant and is of a level not considered to affect highway or pedestrian safety.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans
8. Limit luminance to 60cd/m2

Is recommendation contrary to letter(s) of representation? N

1. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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Is recommendation contrary to letter(s) of representation? N

Case Officer:	Finlay Gardner	Date: 01/02/2024
Authorised by:	Louise Prew	Date: 13/03/2024