drawing no. 1497.7/01 deposited 14.4.2011

DELEGATED APPLICATIONS ASSESSMENT SHEET

APPLICATION NO./ADDRESS: 43 Warwick Street WB/10/1117/ADV

DATE OF SITE VISIT: Latest 15.08.2011

NEIGHBOURS CHECKED: Y

ADDITIONAL NEIGHBOUR NOTIFICATIONS: N

PROPOSAL, SITE AND SURROUNDINGS:

The application premises comprises an Indian restaurant occupying the ground-floor of this mid-terrace, 3-storey Victorian building located on the north side of Warwick Street. The building is identified as a 'Local Interest Building' within the South Street Conservation Area. The attached building to the east, No.45, is listed grade II.

Permission is sought for an externally illuminated fascia sign. It would be 5.6m metres wide and 0.84m high. The existing unauthorised fascia sign and angled timber backboard would be removed to enable the proposed 2.5mm thick aluminium sign to sit flat against the fascia between the existing moulded corbels. The background of the fascia sign would be brown in colour, with yellow lettering 37mm high. The external illumination would consist of fluorescent tube lighting concealed behind a cornice moulding detail extending the length of the fascia.

The application is supported by a statement which is summarised below:-

"The advertisement the subject of this application is of a design, size and provided with external illumination to reflect the discussions held with officers as an acceptable replacement for the existing unauthorised illuminated sign that is currently displayed on the premises. It can be provided irrespective of the outcome of the planning application for the retention of the shop front.

The advertisement will reflect the size of the original fascia and will be hand-painted. External illuminated will be provided by way of a strip light hidden behind a cornice detail along the top of the sign.

The advertisement will cause no harm to the character of the building on which it will be located, the adjoining listed building or the character of the street scene. It reflects the wishes of officers and as such it is anticipated that consent will be granted at which point the existing fascia sign will be replaced."

RELEVANT PLANNING HISTORY:

An application for the retention of the existing fascia sign (WB/09/0191/ADV) was refused 15 May 2009 for the following reason:

"The internally illuminated fascia sign by reason of its unsympathetic method of display, large size, 'bulk' and positioning on the building constitutes an over-dominant, heavy and visually intrusive feature that fails to enhance or preserve the character or appearance of the building or the South Street Conservation Area in which it is located, and would be harmful to the historically important features of the adjoining Listed Building. As such the internally illuminated fascia sign is contrary to saved policy BE1 of the Worthing Local Plan and policies BE1 and BE6 of The South East Plan 2009."

An application for a proposed internally illuminated projecting box sign (WB/09/0190/ADV) was refused on 15 May 2009 for the following reason:

"The proposed internally illuminated projecting sign by reason of its unsympathetic method of display, large size, and positioning on the building would constitute a discordant and visually intrusive feature that fails to enhance or preserve the character or appearance of the building or the South Street Conservation Area in which it is located, and would be harmful to the historically important features of the adjoining Listed Building. As such the proposed internally illuminated projecting sign is contrary to saved policy BE1 of the Worthing Local Plan and policies BE1 and BE6 of The South East Plan 2009."

Both signs were dismissed by appeal dated 23 November 2009. The Inspector considered the main issue to be the visual impact of the appeal signs on the shopfront and within the surroundings, having regard to the location of the site within the South Street Conservation Area.

The Inspector considered that by reason of its overall depth, bulk and forward projection the fascia sign appears as an awkward and top heavy feature on the frontage that is out of keeping with the surrounding street scene.

RELEVANT PLANNING POLICIES:

Worthing Core Strategy 2011 – 16

The SE Plan 2009 – BE1, BE6

REPRESENTATIONS AND RELEVANT CONSULTATION RESPONSES:

Conservation Area Advisory Committee has no objection to the fascia sign.

PLANNING ASSESSMENT:

New or replacement advertisements on building in Conservation Areas are acceptable in principle providing they reflect the architectural design and historic features of the building and the area concerned in terms of size, proportion, method of display, overall design, detailing, materials, colour and form of illumination, and make a positive visual contribution to the character and appearance of the Conservation Area.

The main concern relating to the existing unauthorised fascia sign is the projecting 'bulk' of the built-up box which sits at an angle and is proud of the columns which frame the shop display on either side. This concern has been addressed by the current proposal which would result in the built-up backboard removed and the proposed sign sitting flat against the shop fascia, recessed between the corbels. In addition, the concern about the overly heavy appearance of the sign has been addressed by reducing the depth from 1200mm to 840mm (i.e. by 360mm).

The external illumination would be concealed behind a proposed decorative cornice moulding and would consist of a relatively subdued and subtle form of lighting which is appropriate to the surrounding context.

RECOMMENDATION APPROVE

1. Standard Conditions 1-5

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?

No

DELEGATED

Case Officer [redacted]
Sign..... .....Date..... 15·8·11

Authorising Office [redacted]
Sign..... .....Date..... 19-8-11