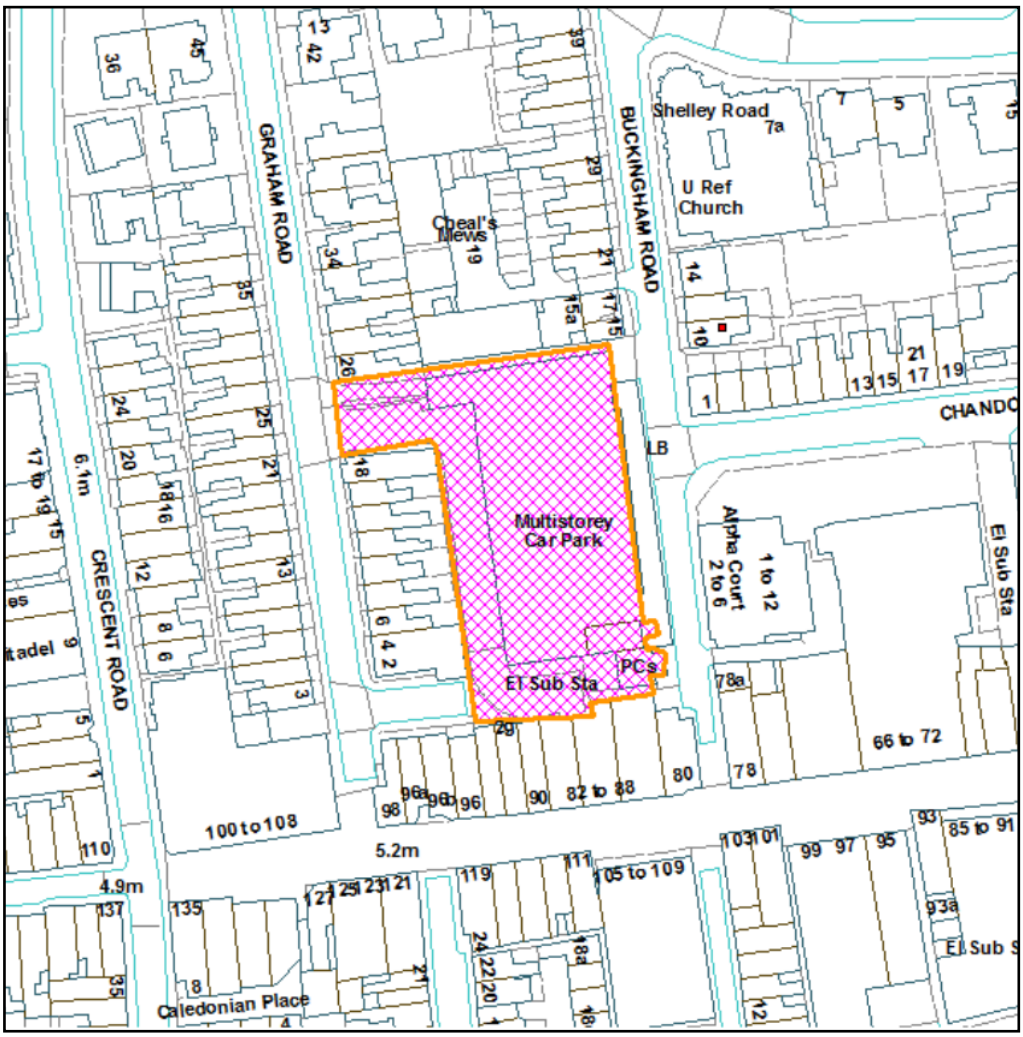
Application Number:	**AWDM/0386/24**	**Recommendation - APPROVE**
Site:	**10 Buckingham Road, Worthing**	
Proposal:	**Proposed 2no. externally illuminated fascia signs**	
Applicant:	Ann Philips, Adur and Worthing Councils	Ward: Central
Agent:	NA	
Case Officer:	Finlay Gardner	



Not to Scale

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Proposal, Site and Surroundings

The application site relates to the multi-storey car park on Buckingham Road. Directly to the north of the site there is a small commercial parade and then housing beyond that. To the east and west of the site is residential accommodation. To the south of the site is the town centre with a wide range of uses and existing advertising.

The application relates to the introduction of a 'P' sign on the northern elevation and a sign on the eastern elevation reading "Buckingham Car Park". The 'P' sign is proposed to measure 1m in height and 0.765m in width. The scale of the other sign is to be 0.6m in height and 8.535m in width. Both signs are to be externally illuminated.

Relevant Planning History

None relevant to the determination of the application

Consultations

No comments received

Representations

No comments received

Relevant Planning Policies and Guidance

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6 and DM13
National Planning Policy Framework (DLUHC 2023)
National Planning Practice Guidance
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Relevant Legislation

The Committee should consider the planning application in accordance with:

Section 70 of the Town and Country Planning Act 1990 (as amended) provides that the application may be granted either unconditionally or subject to relevant conditions or refused. Regard shall be given to relevant development plan policies, any relevant local finance considerations, and other material considerations.

Regulation 3 of the The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires local planning authorities to exercise their powers under the Regulations in the interests of amenity and public safety, taking into account material provisions of the development plan and any other relevant factors; and

Section 38(6) Planning and Compulsory Purchase Act 2004 that requires the decision to be made in accordance with the development plan unless material considerations indicate otherwise.

Planning Assessment

Principle

Policy DM6 of the Worthing Local Plan 2023 states that consent will only be granted for adverts which respect the character and appearance to the surrounding area, and do not create a danger or hazard to public safety.

Visual Amenity

The proposal includes one sign on the northern elevation and one sign on the eastern elevation. The signs are of an appropriate scale and location for this multi storey car park which is located on the edge of the town centre with similar signage comparative in scale within the town centre. There are other multi-storey car parks with comparable signage. They will be externally lit with Halo lighting.

The illumination level is being restricted to 452CD/M2. This is of a level which is considered to be appropriate within the residential surrounding areas. The nearest properties are those on Chandos Road opposite the eastern elevation of the car park. The proposed advert will face the flank elevation of the properties. Whilst they are near the illuminated signs they are not considered to be adversely impacted by the lighting or the signage. Any potential issue is further improved by the static nature of the lighting.

The properties to the west are not going to be affected by the proposal due to their location in relation to the signs.

The residential properties on Buckingham Road do not have a direct view of the illuminated signage. The LED lighting to the ‘P’ due to the separation and the low level of illumination allows for the properties to not be over lit.

The proposal would not be out of keeping with the character of the area and would not result in an adverse effect on visual amenity.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The signage would have halo illumination. A condition will be attached as to ensure the illumination level remains at a level which will not distract drivers within the local area and as such will be limited to 452CD/M2. This is considered acceptable with the residential properties around; the adverts are not out of character with the retail units to the south or the wider town centre where illuminated adverts can be found.
The signs are situated on the facades of the building where they will not obstruct pedestrians.

There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Conditions:-

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to:
   (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
   (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

6. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

7. Approved plans.

8. Illumination restricted to 452CD/M2.

24 July 2024

Local Government Act 1972
Background Papers:

As referred to in individual application reports

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