DELEGATED APPLICATIONS ASSESSMENT SHEET

Application No: 11/0089/ADV	Recommendation – Approve Application
Site	Thomas A Becket Hotel 146 Rectory Road Worthing West Sussex BN14 7PJ
Proposal:	Installation of a set of replacement individual externally illuminated letters (Sign A), a set of replacement individual letters and an externally illuminated cartouche (Sign E), replacement spot-lighting (item B) and two replacement post-mounted externally illuminated Pictorial signs (Signs F and G).

Date of Site Visit: 18th April 2011

Neighbours Checked: Y

Additional Neighbours Notified (List Addresses): N

SITE AND SURROUNDINGS & DETAILS OF PROPOSAL

The application relates to the Thomas A Becket Hotel/public house, 146 Rectory Road, a large 2-storey, detached mock-Tudor building with a paved forecourt to the front and side and a car park at the rear. It is situated on the corner of Rectory Road with Poulters Lane. Adjacent to the south and opposite to the west, are local shopping parades.

Advertisement consent is sought to install replacement post-mounted and wall-mounted externally illuminated signs on the west and north sides of the premises.

Following negotiations over the unacceptable elements of the original scheme, revised plans were submitted on 11th May 2011 and are for consideration. The application as so revised seeks consent for the following exterior signs:

Sign A: A set of 250 mm high individual moulded resin letters with chisel cut face, painted red returns with gold faces, reading 'The Thomas A Becket', mounted on the most northerly of three projecting gables on the front elevation of the building, 3.5 metres above ground level illuminated by a white painted overhead trough light with a luminance of 395 candelas per square metre. These would replace an existing set of similar letters and similar trough lighting.

Sign B: Five replacement external spot-lamps.

Sign E: A 1200 mm cartouche, 'Fullers Griffin Brewery, Chiswick' with a set of 250 mm high individual moulded reson letters with chisel cut face, painted red returns with gold faces, 'The Thomas A Becket' on the north elevation chimney breast, 3.5 metres above ground level and illuminated by a small overhead spotlight.

Signs F and G: Two post-mounted Pictorial signs, 'The Thomas A Becket'; green boards measuring 1200 mm by 1600 mm with black edging and lettering, each with a cartouche and floodlights, replacing two existing post-mounted signs in the same positions, west and north sides of the building, utilising the same timber posts for their display.

CONSULTATION AND REPRESENTATIONS

None

HUMAN RIGHTS

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

PLANNING ASSESSMENT

Consent was granted in March 2008 to replace the existing post-mounted Pictorial signs to the front and sides of the building with larger signs measuring 1200 mm by 1600 mm and externally illuminated by floodlights (WB/08/0031/ADV refers).

That scheme did not go ahead, although the express consent is valid for 5 years from 6th March 2008.

The current application, as revised, seeks consent to display the same Pictorial signs as those approved under consent WB/08/0031/ADV, with the addition of replacement individually applied lettering and cartouches, and spotlighting, for Thomas A Becket and Fullers, replacing the existing signs in the same positions. The 'George Gale and Co.' signage on the building would be removed. Those parts of the application that were not considered to be acceptable have been deleted.

As revised, the proposed replacement Signs A, E, F and G and the replacement lighting item B, in my opinion, would be sympathetic with the building, its features and its surroundings. The signs and lighting proposed would reflect the traditional design and appearance of this mock-Tudor building and those of the local shopping parades in similar mock-Tudor buildings opposite the site. Furthermore, they would not intrude into the street scene to an unacceptable degree, nor adversely affect conditions of highway safety.

Subject to a condition requiring the scheme to be carried out fully in accordance with the revised plans submitted, and in no other manner, the application is acceptable.

RECOMMENDATION

Approve, subject to the condition(s):

1. Permission relates to the amended plans submitted on 11th May 2011

Reasons for Recommendation: Not applicable

Is recommendation contrary to letter (s) of representation?

No/~~Yes/NA~~

DELEGATED

Case Officer Sign..... [redacted] .....Date..18th May 2011.....

Authorising Office Sign..... [redacted] .....Date..19.5.11.....

RECOMMENDATION SHEET

Ward: OFF

APPLICATION NO: WB/11/0089/ADV

LOCATION : Thomas A Becket Hotel 146 Rectory Road Worthing West Sussex

PROPOSAL :

Installation of two sets of externally illuminated letters, three cartouches with flood lights to apex of gables to roof and two externally illuminated post-mounted Pictorial signs with cartouches and amenity signs; and replacement floodlights and lanterns. See revised description in report.

OFFICER : Mr H Barnes-Moss TEL: (01903) 221348

APPLICANT:

Fuller Smith And Turner PLC
Griffin Brewery
Chiswick Land South
Chiswick
London
W4 2QB

AGENT:

Miss Lorraine Wilkinson
Omega Signs Limited
Newmarket Approach
Leeds
West Yorkshire
LS9 0RJ

Agent's Tel No:

DATE REGISTERED: 17th February 2011

DATE ADVERTISED: 3rd March 2011 DATE ADVERT EXPIRES: 24th March 2011
EXPIRY DATE: 14th April 2011

NEIGHBOUR NOTIFICATIONS

Init. Letter : 22.2.11
Extra Cons :
Expiry Date : 15.03.11

STATUTORY SITE NOTICE

Date Posted :
Expiry Date :

SITE NOTICE Press

Date Posted : 3.3.11
Expiry Date : 24.3.11

EARLIEST DATE DECISION POSSIBLE :
TARGET DATE:

COMM/DEL DATE: 18.5.11

INITIAL ASSESSMENT : Drawing Nos: 92326v01 - Page 2, 3, 4, 5, 6 and 7 of 13

RECOMMENDATION :- **CONSENT**/~~REFUSE/APPROVE~~

SUBJECT TO/~~ON THE GROUNDS THAT :~~ (Continued overleaf)

Standard Advertisement Consent Conditions 1 to 5

6. Permission relates to the amended plan submitted on 11th May 2011, and not to the plans as originally submitted.

DELEGATED DECISION CONFIRMED BY DCM BY :

DECISION NOTICE CHECKED BY OFFICER

DATE DESPATCHED BY :