Worthing Borough Council

Planning, Regeneration and Wellbeing

Ms Tracy Barwick
Spencer Signs Limited
170 Scarborough Street
Hull
East Riding Of Yorkshire
HU3 4TG

ADVERTISEMENT SPLIT DECISION

TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

APPLICATION NUMBER: WB/11/0139/ADV

On behalf of: Maplin Electronics

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby PART REFUSE EXPRESS CONSENT AND PART GRANT EXPRESS CONSENT in respect of the following display of (an) advertisement(s), that is to say:

Installation of 1 set of internally illuminated fascia letters, a double sided internally illuminated projecting sign and two non-illuminated sets of vinyl lettering on front elevation of existing shop, and a non-illuminated single-sided sign on rear elevation.

30 - 32 Chapel Road Worthing West Sussex BN11 1BE

as contained in Application No. WB/11/0139/ADV submitted to the Council on 14/03/2011. The parts of the proposals to which the split decision relates, together with the reason(s) for the refusal and the conditions subject to which the express consent is granted are set out in the Schedule overleaf.

[redacted]

James Appleton
Executive Head of Planning, Regeneration and Wellbeing
Date: 20/05/2011

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SCHEDULE

REFUSAL

Proposal:

Installation of a single sided non-illuminated signboard on rear (east) elevation, above ground floor unloading bay.

Reasons for Refusal

01. The high level signboard on the rear elevation of the building serving the ground floor rear unloading bay, by reason of its excessive size and excessive height and its unsympathetic design, positioning and form of display in relation to the predominant characteristics and features of the building and the group of buildings of which it forms part, and due to its discordant appearance from the adjoining public car park and within the wider street scene, is detrimental to, and does not preserve or enhance, the character and appearance of this building and the Chapel Road Conservation Area in which it is situated. Its display is therefore contrary to Planning Policy Guidance Note (PPG) 19 "Outdoor Advertisement Controls" (March 1992), Planning Policy Statement (PPS) 5 "Planning and the Historic Environment" (2010), South East Plan policy BE6 and Policy 16 of Worthing Borough Council's Submission Core Strategy (April 2010). Relevant Drawing No. 49130.

EXPRESS CONSENT

Proposal:

Installation of a set of internally illuminated fascia letters, two sets of non-illuminated letters and a double-sided internally illuminated projecting sign on front elevation.

Conditions

01. 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.

02. 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.

03. 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.

04. 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.

05. 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.

06. 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.

Reason: *To comply with Regulation 14 (7 & 8).*

07. This consent for the main fascia lettering, website lettering and projecting sign on the front elevation of the building relates to the revised plans (Drawing Nos. 46254 - D, P1675 and P1676 - A) submitted on 30th March 2011, only, and not to the plans originally submitted.

Reason: *For the avoidance of doubt and because the scheme as originally submitted was unacceptable to the Local Planning Authority.*