DELEGATED APPLICATIONS ASSESSMENT SHEET

Application No: 11/0139/ADV	Recommendation – Approve Application
Site	30 - 32 Chapel Road Worthing West Sussex BN11 1BE
Proposal:	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.

Date of Site Visit: 10th May 2011

Neighbours Checked: Y

Additional Neighbours Notified (List Addresses): N

SITE AND SURROUNDINGS & DETALS OF PROPOSAL

Nos. 30 - 32 Chapel Road is a modern three-storey building (built in 1983) with a part single-storey and part two-storey flat-roofed section at the rear. It comprises a ground floor retail shop with ancillary storage accommodation over and an unloading bay for goods at the rear. Formerly occupied by the retail catalogue shop, Argos, the premises are occupied by the applicants, Maplin and are used as an electronics shop. The site is situated on the east side of Chapel Road between Chatsworth Road and Union Place. Vehicular access is from Union Place via the public car park. The site lies within the Chapel Road Conservation Area and within the central shopping area.

The application seeks advertisement consent for the display of four external signs on the premises, under revised plans submitted on 30th March 2011. These are:

Front elevation:

A set of 336 mm high light blue individually applied internally illuminated fascia letters on a white powder coated aluminium panel over the existing shop entrance, reading 'Maplin';

Two sets of light blue non-illuminated letters, giving website details on a white background.

A 650 mm by 650 mm double-sided internally illuminated projecting sign at the southern end of the shop front at fascia level.

Rear elevation:

A 3000 mm by 1000 mm by 3 mm single-sided non-illuminated signboard with 440 mm high light blue letters, "Maplin" on a white powder coated aluminium background at first floor level, above the ground floor unloading bay, at a height of 5.827 metres above ground level (maximum 6.827 metres).

CONSULTATIONS AND REPRESENTATIONS

The Highway Authority, West Sussex County Council, raises no highway objections.

The Conservation Area Advisory Committee raises no objections.

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

PLANNING ASSESSMENT

Under the above policies, new or replacement outdoor advertisements in Conservation Areas will only be permitted, where they would reflect, and not materially harm, the predominant characteristics of the building and area concerned, in terms of size, design, method of display and positioning, and (any) illumination in relation to the principal architectural or historic features of the building and those of the surrounding area, so as to preserve or enhance the character and appearance of the area.

The signs under this revised application have already been installed, so retrospective consent is sought.

In summary, the revised signs on the front elevation of the building are considered to be acceptable under the above policies; however, the large high level signboard on the rear elevation is not considered acceptable, due to its excessive size and excessive height above ground level and its discordant appearance within the street scene. These issues are examined in detail below.

The light blue fascia lettering, website lettering and white powder coated aluminium panels, and the 650 mm square projecting sign, are each a neat outdoor advertising display which reflects and is sympathetic with, forming an integral part of, the design of the existing shop front and the front elevation of the building; and they make a positive contribution to the character and appearance of the Chapel Road Conservation Area. The display and retention of these signs is therefore acceptable and for which express consent should be granted.

On the other hand, the large high level sign on the rear elevation is a discordant feature from the public car park to the rear of the site and from High Street and Union Place to the east and north, due to its excessive size, excessive height and unsympathetic design and positioning in relation to the rear of the building and the group of which it forms part, which detracts from the character and appearance of the building and the Chapel Road Conservation Area. Its retention is therefore unacceptable. Refusal is recommended.

There is scope to provide a smaller non-illuminated sign on the rear elevation of the building, in a suitable position at a lower level serving the unloading bay, in order to overcome the objections to the existing high level sign, although such a sign would still require express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

It is recommended that a Split Decision be issued, granting consent for the signs on the front elevation, as revised on 30th March 2011, and refusing consent for the high level sign on the rear elevation of the building.

RECOMMENDATION

That a Split Decision be issued, as follows:

Grant **consent** for the signs on the front elevation, subject to

Standard advertisement conditions 1 to 5

6. Permission relates to the revised plans (Drawing Nos. 46254 – D, P1675 and P1676-A)

Refuse the high level signboard on the rear elevation for the following reason:

1. The high level signboard on the rear elevation of the building serving the ground floor 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 the building and the Chapel Road Conservation Area in which it is situated, 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).

Reasons for Recommendation:

The proposal conflicts with relevant Development Plan policies.

Is recommendation contrary to letter (s) of representation?

No/Yes/NA

DELEGATED

Case Officer
Sign..... Date....10th May 2011.....

Authorising Officer
Sign..... Date....12.5.11.....

12/5