Expiry Date - 27/12/2024

Development Control – Delegated Officer Report

Application Number: AWDM/1403/24 **Recommendation – GRANT CONSENT**

Site: **Golden Lion 7 The Strand Worthing West Sussex**

Proposal: **Advert consent for proposed replacement signs to include 1 no. new panel, gibbert and lights to existing post, 3 x sets of externally illuminated individual letters, 2 x amenity boards and 1 x single sided post mounted sign**

Date of site visit: 08.11.2024

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a well-established public house on the corner of The Strand and The Causeway. It adjoins, but is sited just outside, The Strand medium-scale local shopping centre. The 2-storey pub building is sited on the southern half of the site. A large, U-shaped car park accessed from The Strand wraps around to the north side. There is an external seating area to the southeast corner of the site fronting The Causeway, and an enclosed pub garden area to the southwest corner. The roadside site boundaries are enclosed by a low, brick wall.

The building is an architecturally distinctive mid-C20 public house designed to 'address' the street corner with dual, part-hipped gable frontages facing onto The Strand and The Causeway.

Adjoining to the south is a 3-storey flat block forming part of Durrington Gardens, a complex of mid-C20 flats set within open landscaped grounds with parking/garaging to the rear.

Adjoining to the west is a walled electricity sub-station, and beyond that a semi-detached house, 9 The Strand. The rear garden of the latter adjoins the enclosed pub garden.

Proposal

The pub, currently 'The Golden Lion', is to be re-branded as 'The Castle' with associated re-painting of the exterior elevations and replacement signage.

Following amendment advertisement consent is sought for:-

Item 01: Replacement pictorial post sign (re-using existing post in current position in the Northeast corner of the site). The dual-faced pictorial sign would be 1.2m tall by 1.0m wide, externally illuminated from the top by LED trough lights on either side (0.9m wide) at 250 cd/sqm.

Item 04A, 04B & 04C: Fascia signage consisting of gold-coloured individual letters (0.475m high) stating 'THE CASTLE' each externally trough lit from above at 250 cd/sqm. The trough light would be 3.42m wide and project 0.3m from the face of the building. Signs 04A and 04c would be centrally positioned on the gable frontages between the flat roof of the ground-floor bay window and the cill of the first-floor window. Sign 04B would be positioned at high level below the parapet roof of the central building component, above the head of the first-floor windows.

Item 07A and 07B Single-sided, non-illuminated amenity boards 1.05m high by 0.8m wide fixed to the building at ground-floor level. Sign 07A would be sited on the north-facing flank wall of the eastern gable component, adjacent to the main entrance. Sign 07B would be sited on the north gable, facing the car park positioned to the west of the bay window feature.

Item 08: A non-illuminated single-sided twin-posted (interchangeable display) sign in the Northwest corner of the site close to the car park entrance 1.2m x 0.852m at 2.672m height overall (following amendment). The drawing is annotated to state 'existing posts', but there are no existing posts in this location.

Relevant Planning History:

Various applications for illuminated and non-illuminated signage, most recently in 1999.

AWDM/1329/24 Proposed detached timber pergola structure, with sheet metal roof, to existing external seating area (fronting The Causeway). Permitted 16.12.2024

Consultations: None

Representations:

One objection has been received from the occupier of 9 The Strand in relation to the twin-posted sign in the northwest site corner:

- Drawing incorrect: there are no existing posts;
- An enforcement notice was served some years ago in relation to a sign erected without consent in this position as it was deemed out of keeping and the sign (and posts) were subsequently removed.
- Considered cumulatively with the other signs Item 08 represents an excessive overdevelopment. However, if considered necessary it should be lowered.
- Sign detrimental to noise and disturbance which is already of concern.

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM6
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 states that "express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety".

Visual Amenity

The site is located just outside the designated Strand medium-scale shopping centre and marks a transition between the commercial shopping area to the northeast; the more built up 'urban' character of The Causeway to the south and east; and the more suburban residential character of The Strand to the west.

For the most part the proposed signs replace existing signage on the building or car park with relatively minor changes in the overall size, design and position of the signs to reflect the re-branding as 'The Castle'.

An existing twin-posted non illuminated display sign in the northeast corner of the site is to be removed and not replaced.

Where illuminated, the style of lighting is reasonably discreet and the luminance (250cd/sqm) appropriate the surrounding context.

The main change compared to existing is Item 08, a new sign which would be sited in the far northwest corner of the site, close to the site access and adjoining the site boundary with the fenced curtilage of the electricity sub-station. The latter has clearly been designed to respect the layout and appearance of the semi-detached houses adjoining it to the west, with the brick-built sub-station building set deep into the plot to harmonise with the front building line of the dwellings. The external frontage area is enclosed by close-boarded timber fencing.

The third party comment refers to previous planning enforcement action taken by the Council in 2009 to remove an earlier unauthorised sign erected in this position. As initially proposed Item 08 had an overall height of 3 metres which it was considered would appear unduly assertive in this context on the edge of the residential area. It has since been reduced in height to 2.672m high, which the Agent states is the lowest height possible whilst achieving the minimum 300mm clearance above the neighbouring timber fence. Even at this height the sign would make a prominent addition to the street scene.

However, the existence of a double-sided swing sign (1.6m wide x 0.8m high) is noted in the grounds of nearby Arun Veterinary Group at nearby 2 The Strand (opposite and to the west of the application site). [Although this appears not to be as tall as the 4m high sign permitted under AWDM/0451/19.]

The proposed sign would be single-sided (facing east). It would not directly adjoin a residential curtilage boundary. In the circumstances, as amended, it is considered the impact on visual amenity would not be so harmful to warrant refusal.

Public Safety

The signs are contained wholly with the site. There are no public safety issues.

Recommendation

Grant Consent subject to Conditions:-

1-6 Standard Conditions
7 Drawing Numbers

Informative

Pro-Active Amendment

Is recommendation contrary to letter(s) of representation? Y

Case Officer: Jo Morin Date: 22.01.2025

Authorised by: Peter Barnett Date: 22 January 2025