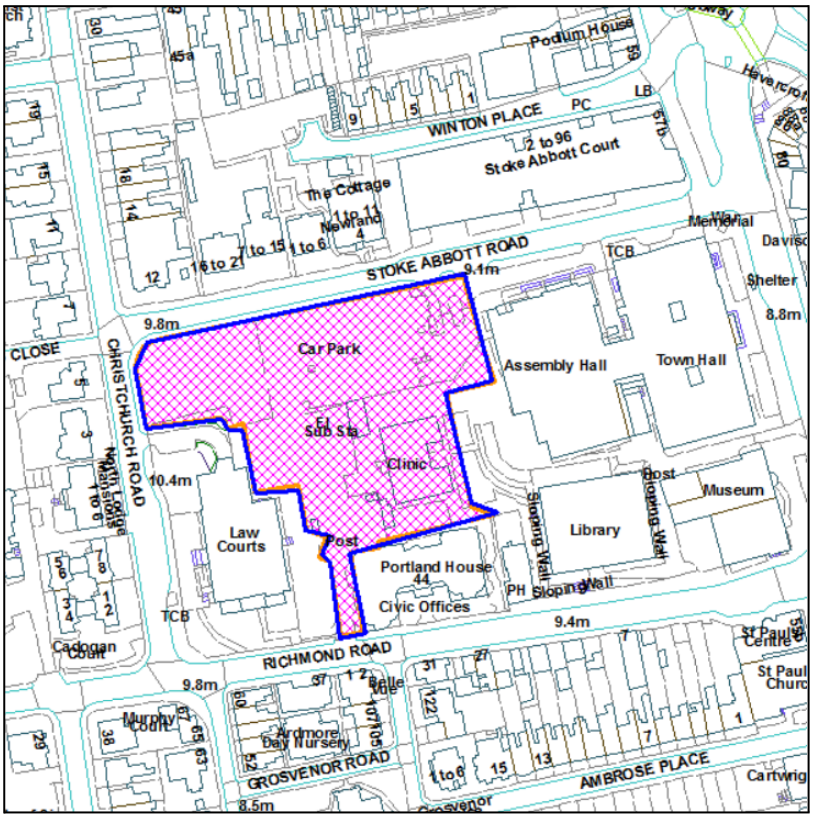
Application Number:	**AWDM/0958/24**	**Recommendation - APPROVE**
Site:	**Pharmacy, 4 Christchurch Road, Worthing, West Sussex, BN11 1JA**	
Proposal:	**Installation of 4 x external AC condensers with security enclosures**	
Application Number:	**AWDM/0959/24**	**Recommendation - APPROVE**
Site:	**Pharmacy, 4 Christchurch Road, Worthing, West Sussex, BN11 1JA**	
Proposal:	**Two internally illuminated fascia signs and one internally illuminated projecting sign**	
Applicant:	Matthew Jones, Baptt Group	**Ward:** Central
Agent:	Clare Burton, MI Design Consultant	
Case Officer:	Louise Prew	



Not to Scale

Reproduced from OS Mapping with the permission of HMSO © Crown Copyright Licence number LA100024321

Site and Surroundings

The site is part of the new Worthing Integrated Care Centre (WICC) located on the corner of Stoke Abbott and Christchurch roads. The building has been newly constructed but is not yet operational. This application refers to the proposed pharmacy in the south-west of the building, facing Christchurch Road and the rear of the Law Court.

The site is not within a conservation area, does not contain a listed building and there are no protected trees on site. The nearest residents are on the western side of Christchurch Road approximately 25 metres from the building facade.

Proposal

The proposal AWDM/0958/24 is for full planning permission to install four air conditioning units for the pharmacy's use. These are to be located in front of the southern elevation of the building at ground level. The four would be located adjacent to each other and have a tightly fit security guard around each individual unit.

The proposal AWDM/0959/24 is for advertisement consent for the pharmacy's signage which will include two internally illuminated fascia signs showing the pharmacy's branding with NHS logo, and an illuminated projecting sign with a green medical cross.

The applications are brought to the Committee for determination due to the Council's land ownership and involvement in the WICC development project, but would otherwise be delegated matters.

Relevant Planning History

AWDM/1493/22 | Application for non-material amendment to previously approved AWDM/0805/20 to revise access arrangements into the multi-storey car park, alterations to the height of the structure to accommodate increased headroom and drainage and alterations to the ground floor replacing space identified for a future District Heat Network with an additional substation to serve the electric vehicle charging, and cycle parking which was previously a stand alone structure adjacent to the decked car park. Approved.

AWDM/0805/20 | Demolition of Central Clinic (Use Class D1) and erection of an integrated Care Centre (Use Class D1) up to 4 storeys in height plus rooftop plant and a multi-storey car park (6 levels of parking). Approved 01 Oct 2020

Consultations

Adur & Worthing Councils:

Environment Health Public Health There are no adverse EH comments for this application

Representations

None received to date. Any received will be reported at the meeting.

Relevant Planning Policies and Guidance

National Planning Policy Framework (2023)
Planning Practice Guidance
Worthing Local Plan 2020-2036 (2023): SP1, SP2, SP3, DM5, DM6, DM8, DM22,

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.

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

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.

Planning Assessment

Full planning permission AWDM/0958/24

Principle of development

Policy DM8 states that the Council will support improvements to health, education, social, community and cultural facilities to ensure they meet the needs of local communities where it is demonstrated that there would be no unacceptable impact on the occupiers of adjacent properties.

The pharmacy is an integral part of the new health centre. The provision of the air conditioning units is acceptable in principle subject to the impact on visual amenity and residential amenity.

Visual amenity

Policy DM5 of the Worthing Local Plan states that all new development should be of a high architectural and design quality and respect and enhance the character of the site and the prevailing character of the area.

The proposed air conditioning units are located adjacent to the southern facade of the newly constructed Worthing Integrated Care Centre. The units would be partly visible from the streetscene of Christchurch Road in west and south facing views. There is existing vegetative screening which reduces their visibility in near views.

The units will have security enclosures which will be powder coated in a dark grey colour (RAL 7016), the same colour as used on the windows of the main building. It

is considered that this is appropriate to tie the air conditioners into the design of the main building. Ideally the conditioning units should have been included at an earlier stage in the design so they could be properly integrated into the building, however the powder coated security enclosures are considered appropriate mitigation to reduce the impact of these utilitarian units.

The development is considered to be appropriate in design terms.

Residential amenity

Policy DM5 states that all new development should not have an unacceptable impact on the occupiers of adjacent properties, particularly of residential dwellings, including unacceptable loss of privacy, daylight/sunlight, outlook, an unacceptable increase in noise giving rise in significant adverse impacts.

The technical and acoustic specifications of the units have been submitted with the application. These have been reviewed by the Council's environmental health officer who has advised that they have no objection to the proposal.

The proposed units will only be operational during opening hours. Residential properties are sufficiently separated from the units so as to not be adversely affected during day time hours. A condition will be attached to restrict their use.

Advertisement consent AWDM/0959/24

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 factor

Amenity

The proposed fascia signs are set within the new shopfront. The scale, design and illumination level are considered appropriate for the proposed use as a pharmacy. These signs will be of a modest size, projecting 10 cm from the fascia, which will not appear overly dominant within the newly constructed building.

The projecting sign would be 50cm deep and positioned close to a corner of the fascia and in front of a corner so that it is also not considered intrusive.

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 advertisement regulations allow for the assessment of advertisements in relation to 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.

All three signs would have static illumination to 60 cd/m2. This is considered to be a

low enough level to ensure that there would be no distraction to drivers on the adjacent highway.

The signs are situated on the facades of the building, and the projecting sign is adequately above head height so as to not obstruct pedestrians.

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

Recommendation

Full planning AWDM/0958/24

APPROVE subject to Conditions:-

1. Approved plans.

2. Standard time limit.

3. Security enclosures to be installed and powder coated prior to first use.

4. Use to be restricted to opening hours of the pharmacy.

5. Maintenance of units to adhere to acoustic performance.

Advertisement consent AWDM/0959/24

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. Static, non-flashing illumination and illuminance levels to be as stated.

18 September 2024

Local Government Act 1972
Background Papers:

As referred to in individual application reports

Contact Officers:

Jo Morin
Principal Planning Officer (Development Management)
Town Hall
01903 221350
jo.morin@adur-worthing.gov.uk

Louise Prew
Principal Planning Officer (Development Management)
Town Hall
01903 221155
louise.prew@adur-worthing.gov.uk

Finlay Gardner
Planning Officer (Development Management)
Town Hall
01903 221039
finlay.gardner@adur-worthing.gov.uk