Expiry Date - 31/07/2023

Development Control – Delegated Officer Report

Application Number: AWDM/0791/23 Recommendation – APPROVE

Site: Tarring Manor Care Home 93 South Street Worthing West Sussex

Proposal: Totem signage outside the entrance to the Care Home site

Date of site visit: 07.12.22

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the west side of South Street Tarring. The property which is under construction and set back into the site comprises a 75 bed care home granted permission in 2018 under reference AWDM/114/17

The application site is at the entrance to the site on the southern side of the entrance road. It comprises a narrow strip of land fronting onto South Street which is currently has overgrown shrubs and bushes. There is a low wall to the frontage.

To the south of the site is the front garden No 91 South Street a semi detached property set away from the boundary with access and parking to the front.

To the north is a further dwelling No 95 South Street which is situated on the other side of the access road. There is large weeping willow tree on the corner of the northern boundary of the access road near the entrance which is subject to a TPO

The area is primarily residential although there is a group of shops on the opposite side of the road with a pedestrian crossing outside the site operated by lights.

Proposal

The application is a revised application for a totem pole sign situated at the front of the site facing east.

The Sign is a freestanding totem externally illuminated. The sign would measure 2.6 high x 1.0 wide x 0.15 m deep. The structure is powder coated aluminium with internal steel posts. The revised totem would be navy blue with gold and white lettering to the eastern elevation. It would be illuminated with a single ground light projected to an illumination of 800 cd/m2

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Relevant Planning History:

AWDM/1114/17- Demolition of existing care home (use class C2) and erection of a 75 bed care home (use class C2).Approved

AWDM/1790/22- Externally illuminated Totem signage outside the entrance to the Care Home site- APPROVED

Consultations:

None undertaken

Representations:

None received

Relevant Planning Policies

National Planning Policy Framework (CLG 2021)
National Planning Practice Guidance

Worthing local plan 2023

DM6 - PUBLIC REALM

Planning Assessment

The key considerations are the effects on the visual amenity and public safety.

Visual Amenity

The site is in a primarily residential area with commercial opposite at the access to a care home currently under construction.

Policy DM6 of the WLP at point e) 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. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

The care home is at the back of the site and only the access is visible from the road due to the length of the access and existing development, trees, wall and shrubs on the frontage.

Although adjoining residential properties, the site is on the junction with a pedestrian crossing immediately opposite to a group of commercial properties. The property is on a busy road and there is already an amount of street furniture and features which means that the site is urban in character with pedestrian lights in close vicinity.

The proposed sign has been agreed in principle the only difference is the colour and has changed from a cream to navy. The sign would face east towards the road and at 2.6m in height set behind a wall of 0.9m in height would not be unduly prominent set against the backdrop of existing trees and shrubbery. The illumination will be form a spot light and illuminate the frontage of the sign only. The amended colour would not be unduly obtrusive.

It is not considered that the design and level of illumination would detract from the visual amenities of the area or harm the character of the wider area

The level of signage and illumination is not significant and it is not considered that the signage would not have a detrimental impact on the visual amenities of adjacent residential occupiers.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The sign is set back behind a low wall, it height and level of illumination would not impact from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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

Case Officer: Jackie Fox Date: 24.07.2023

Expiry Date - 31/07/2023

Authorised by: Jo Morin Date: 24.07.2023