Expiry Date – 14/03/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0409/24 **Recommendation – APPROVE**

Site: Lancing College Preparatory School At Worthing 122 Broadwater Road Worthing West Sussex BN14 8HU

Proposal: Installation of four non-illuminated freestanding signs

Date of site visit: 18/04/2024

Neighbours checked: Y

Wider neighbour notifications: Y, site notice

Site and Surroundings

The site is located on the eastern side of Broadwater Road. The site is occupied by Lancing College Prepatory School. The school has accesses from both Broadwater Road and Sompting Ave.

The site contains a Grade II listed building with the following official list entry:

"BROADWATER ROAD 1. 5406 (East Side) Broadwater Broadwater Manor House TO 1404 16/48 11.10.49. II 2. Early C19. 2 storeys. 5 windows. White brick. Stringcourse above ground floor. The ground floor windows have semi-circular panels over them with keystones. Slate roof. Stuccoed porch probably later but containing original 8 panel moulded door. Late C19 addition to the east, addition and conservatory to the west.

The site is within Broadwater Conservation Area.

Proposal

Advertisement consent is sought for four freestanding signs with information about the school including events. The proposal includes one sign on Broadwater Road, two signs on either side of the vehicle entrance on Sompting Ave and one sign to the east of the site adjacent to the pedestrian access on Sompting Ave. The signs are largely in place of existing signs.

Relevant Planning History:

AWDM/1578/13: Retrospective advertisement consent for 1 no. signboard and 2 no. vinyl banner signs. Granted 10/02/2014

97/05110/ADV: RETROSPECTIVE APPLICATION FOR THE INSTALLATION OF VARIOUS NON-ILLUMINATED DIRECTIONAL SIGNS. Refused

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Consultations:

The Worthing Society

Thank you for requesting our comments. This Grade II Listed Building with an elegant Georgian façade, is the former Broadwater Manor, now the Lancing Preparatory School and located within the Broadwater Conservation Area. I have now had the opportunity to discuss the proposal for the new signage with our Heritage Team. The Listed Building is somewhat set back from the Sompting Road and Broadwater Road entrances and the colour scheme is not intrusive. Therefore, we consider that the new signage will not have a detrimental effect on the 'setting' of the Listed building or the conservation area in general.

Conservation Architect: I have no objections to these proposed signs.

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (2023)
Planning Practice Guidance
Broadwater Conservation Area Appraisal

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment

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

Amenity

The signage will be freestanding located behind the boundary treatment of the school. They are close to the road away from the listed building which is set well back into the site. The listed building is therefore not visible in views from the street behind the new signage. The scale, and design of the signs, including that they are not illuminated, are considered appropriate for their context and do not adversely affect the listed building or conservation area.

The signage is not illuminated so will not affect residential amenity. They are also not located as to affect light or outlook to any residents.

Public Safety

The signs are located to the rear of the school's boundary treatment where they will not cause an issue for pedestrians. The signs are not illuminated so won't cause a distraction for drivers.

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 identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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: Louise Prew Date: 21/05/2024

Authorised by: Gary Peck Date: 22 May 2024