DELEGATED APPLICATIONS ASSESSMENT SHEET

Application No: 11/0170/ADV	Recommendation – Approve Application
Site	45 - 47 Montague Street Worthing West Sussex BN11 3BN
Proposal:	Installation of an externally illuminated fascia sign and an externally illuminated projecting sign.

Date of Site Visit: 6th April 2011

Neighbours Checked: Y

Additional Neighbours Notified (List Addresses): N

SITE AND SURROUNDINGS AND DETAILS OF PROPOSAL:

The application relates to a jewellers shop, Ernest Jones, at 45 - 47 Montague Street. Advertisement consent is sought to install an externally illuminated fascia sign and a hanging/projecting sign on a new, shallower, fascia panel.

The new fascia panel would measure 8804 mm long, 1100 mm high and 100 mm wide. It would contain of two sets of individually applied white acrylic letters, reading 'Ernest Jones' and 'The Diamond & Watch Specialists." The main letters would be 250 mm high. These would be externally illuminated by a 2500 mm long white powder-coated aluminium overhead trough light. The hanging/ projecting sign would be a double-sided sign measuring 800 mm long, 450 mm high and 50 mm wide. It would contain 63 mm high white acrylic letters, 'Ernest Jones' illuminated by a 700 mm long overhead trough light. The lighting to the both signs would give a luminance of 800 candelas per square metre. The signs would replace the existing fascia sign and projecting sign.

The proposal forms part of shop front alterations for which planning permission is sought under application WB/11/0128/FULL.

The site is situated on the south side of Montague Street just to the west of Montague Place. They form part of a group with No. 43 Montague Street of similar character. They are locally listed and are situated within the South Street Conservation Area.

CONSULTATIONS AND REPRESENTATIONS

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 1.

PLANNING ASSESSMENT

Consent will only be granted for new or replacement outdoor signs on buildings in a Conservation Area, where they would be completely in character with the historic design and appearance of the original building(s), in terms of design, size, proportions, method of display, construction, materials, detailing and illumination, respecting any original or predominant architectural features, so as to preserve or enhance the character and appearance of the area. These aims are embedded in National Planning Policy Guidance Note (PPG) 19 "Outdoor Advertisement Controls" (March 1992), National Planning Policy Statement (PPS) 5 "Planning for the Historic Environment" (2010) and South East Plan Policy BE6.

This application follows the refusal of advertisement consent on 4th February 2011 for the installation of an externally illuminated fascia sign and a projecting sign (WB/10/1016/ADV), subsequent to which negotiations with the applicant to achieve an acceptable design have been concluded.

In summary, the proposal follows the negotiated scheme, and is acceptable under the above policies.

The proposed fascia-panel, applied lettering and hanging sign, and their form of illumination, respectively, would have sympathetic proportions, construction, materials and detailing, which would considerably enhance the design of the shop front without being unduly prominent within the street scene. In my opinion, these elements of the altered shop front would positively enhance the historic design, character and appearance of these buildings and the Conservation Area, removing the existing overlarge fascia panel, and are acceptable.

Advertisement consent should accordingly be granted.

RECOMMENDATION

Approve, subject to the condition(s):

Reasons for Recommendation: N/A

Is recommendation contrary to letter (s) of representation?

(No)/~~Yes~~/NA

DELEGATED

Case Officer Sign..... [redacted] .....Date 6th May 2011

Authorising Officer Sign..... [redacted] .....Date 9.5.11