DELEGATED APPLICATIONS ASSESSMENT SHEET

APPLICATION NO./ADDRESS: 112-114 Chapel Road WB/10/1072/ADV

DATE OF SITE VISIT: 4.4.11

NEIGHBOURS CHECKED: None sent

ADDITIONAL NEIGHBOUR NOTIFICATIONS: N

PROPOSAL, SITE AND SURROUNDINGS:

The application building comprises a shop premises on 2 floors occupying a corner site at the junction of Chapel Road and Lennox Road.

Advertisement consent is sought to replace an existing internally illuminated projecting vertical sign with a non illuminated projecting vertical sign. The double-sided sign would be 4m high and 0.7m wide (0.8m in total from the face of the building). It would consist of powder-coated aluminium panels having a blue background with applied yellow vinyl lettering (0.58m high). The existing sign (5.5m high) is positioned at the far northern end of the building (above the covered way). As originally submitted it was proposed to erect the replacement sign in a similar position. Following negotiations an amended plan has been received showing the sign centrally positioned over the covered way.

RELEVANT PLANNING HISTORY:

Various applications for illuminated and non-illuminated signage on the building dating from 1959 onwards.

RELEVANT PLANNING POLICIES:

Saved Worthing Local Plan 2003 – BE1

The SE Plan 2009 – BE1

REPRESENTATIONS AND RELEVANT CONSULTATION RESPONSES:

None.

PLANNING ASSESSMENT:

New or replacement advertisements are acceptable in principle providing they reflect the character of the building and the area concerned in terms of size, scale, proportion, method of display, detailing, colour, materials and form of illumination.

The existing vertical sign has been in situ for many years on the brick panel above the covered way. The cumulative effect of the existing sign and the slight forward projection of the façade of the building in front of No.116 Chapel

Road to the north, casts a shadow across the nearest upper floor windows of No.116. The amended plan which shows the sign centrally positioned on the brick panel over the covered way will reduce the extent of the shadow and sit more comfortably on this feature of the building. The reduced height of the vertical sign compared to that existing is also welcomed, aligning with the top of the decorative banding on the neighbouring terrace.

The yellow lettering on a blue background will match the colours of the existing fascia signs above the shop front (which wraps around into Lennox Road).

RECOMMENDATION Consent, subject to:-

Standard conditions 1-5

6. Approved plans

HUMAN RIGHTS:

Article 8 (Right to Respect of a Private and Family Life) and Article 1 of the First Protocol (Protection of Property) of the Human Rights Act 1998 are relevant to this application. It is accepted that the proposal, if approved, would have some impact on the neighbouring properties. However, it is considered that on balance, existing residential quality of life would not be significantly adversely affected as a result of the proposal. Accordingly it is considered that it is acceptable with regard to Article 8 and Article 1.

IS RECOMMENDATION CONTRARY TO LETTER (S) OF REPRESENTATION?

No

DELEGATED

Case Officer Sign..... Date 20.4.11

Authorising Officer Sign..... Date 24 4 11