RAPLEYS

Planning Department
Worthing Council
Portland House
44 Richmond Road
Worthing
BN11 1HS

Our ref: 23-01980
Date: 19 February 2024

Dear Planning Services,

Re: Town & Country (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisement at 60-62 Chapel Road, Worthing, BN11 1BN.

This application has been submitted via the Planning Portal (Ref. PP-12814033) on 19 February 2024. This letter in conjunction with the enclosed application form, drawing plans and requisite fee of £165.00 comprises the applicant's advertisement consent planning application package.

The drawing plans consist of the following:

- Application Form, signed and dated;
- Location & Block Plan – drawing no. ST-001 23-02333;
- Existing Directory and Projection Signs – drawing no. 23-02333-EX-001; and
- Proposed Directory and Projection Signs – drawing no. 23-02333-PR-001.

In addition to the above enclosed, I would be grateful if you could take the contents of this letter into account in determining this advertisement consent application.

Site and Background

The application site is located on the eastern side of Chapel Road within the civic area of the Chapel Road Conservation Area and Worthing Town Centre.

The property is located at 60-62 in the centre of the three-storey building which features a flat roof and curved wall end. The building is used for a mixture of commercial and business uses.

The Proposal

The proposal seeks to replace one wall mounted sign and one hanging sign along the front elevation of the host building.

Rapleys LLP is registered as a limited liability partnership in England and Wales. Registration No: OC308311
Registered Office: Unit 3a The Incubator The Boulevard, Enterprise Campus, Alconbury Weald, Huntingdon. PE28 4XA Regulated by RICS

The details of the proposed signage are set out in the table below and on the accompanying plans:

No. of Signs	Dimensions	Description	Illumination Details
1	0.4m (w) x 0.1m (d) x 0.74m (h) (Total height off ground – 1.62m)	Wall mounted sign	N/A
1	0.1m (w) x 0.75m (d) x 0.55m (h) (Total height off ground – 5.8m)	Hanging sign	N/A

National and Local Planning Policy

National Planning Policy Framework (2023)

The Government published the National Planning Policy Framework (NPPF) in December 2023 and sets out the purpose of the planning system of achieving sustainable development via three overarching objectives; economic, social and environmental.

Paragraph 11 of the NPPF requires Local Planning Authorities to apply a presumption in favour of sustainable development during decision-making. This means that authorities should approve development proposals that comply to relevant policies without delay. Where there is an absence of relevant development plan policies or if the policies are out-of-date, planning permission should be granted unless: "*(i) the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or (ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.*"

In achieving well-designed places, paragraph 136 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be "*operated in a way which is simple, efficient and effective.*" In line with the provisions of the Advertisement Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public safety', taking account of cumulative impacts.

The Development Plan

The adopted Development Plan for Worthing Council consists of the Worthing Local Plan adopted in March 2023. The following policies from the Local Plan are considered most relevant to the proposal.

Policy DM6 (Public Realm) outlines 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.

Policy DM24 (The Historic England) requires advertisements in Conservation Aras to respect the character, proportions and design of the building on which it is displayed and use traditional materials where necessary.

Additionally, the guidance contained within the Chapel Road Conservation Area Appraisal is relevant to the assessment of this application.

Assessment

The proposed signage scheme represents an operational requirement for Mydentist, reflecting its current corporate branding.

The proposed signage scheme will be designed to a high-quality specification in terms of materials and design. Both signs are of similar size and placement to the signs currently in situ. Given the signs are replacing those in a like-for-like location and there will be no increase in the number of advertisements as a result of this application, it is considered that the proposal would not lead to an over proliferation of signs and would not be out of keeping with the character of the area.

Additionally, it is considered that the proposed advertisement is in keeping with the approved commercial use of the site, and will not impact adversely on any natural, historical or culturally significant assets. Moreover, it is considered that the proposed advertisement represents an appropriate amount of signage, which would not lead to visual overcrowding.

The signs are not illuminated, as such would not impact the amenity of highway users or amenity of nearby properties. The siting of the signage would not cause an obstruction or distraction for users of the surrounding highway network.

Therefore, the proposed advertisements are therefore considered to be appropriate and fully in accordance with policies DM6 and DM24 of the Worthing Local Plan (2023), the Chapel Road Conservation Area Appraisal as well as the overarching principles of the NPPF (2023).

Conclusion

After consideration of relevant national and local planning policies, it is considered that this application for advertisement consent is policy compliant and is therefore acceptable in planning terms. There is therefore a compelling case for the granting of permission without delay.

We trust that the enclosed details are sufficient to enable you to validate the application and look forward to receiving your confirmation in due course. Rapleys will be pleased to address any matters raised through the consultation process.

Should you have any questions or require further information, please contact the undersigned.

Yours faithfully,

Alex Ashby
Alex Ashby (Feb 19, 2024 15:16 GMT)

Alex Ashby
MSc
Planner
Alex.Ashby@rapleys.com
07443 053673