DELEGATED APPLICATIONS

ASSESSMENT SHEET

APPLICATION NO./ ADDRESS: WB/10/0976/ADV 58 Chapel Road Worthing

DATE OF SITE VISIT: 9 March 2011

NEIGHBOURS CHECKED: Y

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): N

SITE AND SURROUNDINGS:

The existing premises comprises a three (3) storey building comprising ground floor restaurant with residential accommodation and ancillary facilities including kitchen to the restaurant at the first floor and above. The building fronts onto Chapel Road and is set amongst a variety of shops, restaurants, offices and flats at the edge of the town centre. The premises is located on the northern fringe of the Chapel Road Conservation Area.

PROPOSAL:

The application seeks to retain internally illuminated lettering and logos along a non-illuminated fascia board together with internally illuminated wall mounted menu board. The illuminated lettering would be red and 0.5 metres high set on a blue background and the menu board 0.6 metres wide and 0.9 metres high.

RELEVANT PLANNING HISTORY:

00/0512/ADV: Installation of various illuminated signs. Granted consent, 10/07/00.

00/0691/FULL: Installation of new shop front in connection with approved use as a cafe/bar. Refused, 29/08/00.

02/0488/FULL: Retrospective application for change of use of first floor flat from residential to part residential and part kitchen for use in connection with ground floor use. Granted consent, 19/06/02.

05/1084/FULL: Application to remove condition No. 2 of Planning Permission WB/99/00844/FULL dated 16th November 1999 relating to the restriction on the hours of use. Withdrawn, 03/11/05.

05/1231/FULL: Application to modify Condition No. 2 of Planning Permission WB/99/00844/Full dated 16th November, 1999 to permit the premises to open between the following hours: Monday - Wednesday 07.00am - 12.30am. Thursday 07.00am - 01.30am. Friday - Saturday 07.00am - 02.30am. Sunday 11.00am - 10.30pm. Refused, 05/01/06.

09/0581/FULL: Installation of various advertisements comprising illuminated fascia signs. Granted consent, 02/11/09.

09/0582/FULL: Change of use of ground floor from A3 cafe bar to A3 restaurant, alterations to first floor incorporating staff room, wash room and kitchen in connection with ground floor use. Extension to ground floor restaurant area and alterations to shop front. Granted consent, 27/10/09.

10/1023/FULL: Retrospective application for the installation of outdoor extraction system to rear of building in connection with existing restaurant. Granted consent, 11/03/11.

RELEVANT PLANNING POLICIES:

Saved Worthing Local Plan policies BE1
Submission Core Strategy policy 16
PPS1: Delivering Sustainable Development
PPG19: Outdoor Advertisement Control

REPRESENTATIONS:

None received.

RELEVANT CONSULTATION RESPONSES:

West Sussex County Council highways raise no objection or concern.

The Conservation Area Advisory Panel have no objection.

PLANNING ASSESSMENT:

The application is for advertisement consent and therefore the only issues under consideration are amenity and public safety.

In this instance the application is submitted retrospectively, seeking approval for an advert which is already in-situ. The application is submitted further to the approved application 09/0581/ADV which approved more muted signage albeit to a differing design specification.

Illuminated advertisements are not prevalent along this part of Chapel Road, indeed the advertising that does exist is of a modest and discrete nature, being fully formed and integrated with established buildings. Nearby and neighbouring buildings including the Post Office, Revenue Chambers, Cedar House, Worthing Art Museum and the Town Hall feature minimal advertising and that which does exist is all non-illuminated and distinctly subservient to the parent building despite all relating to commercial/administrative buildings.

The advertisements the subject of this application are internally illuminated, of a bold red colour set on a dark blue background which is of considerable variance to others in the locality. The lettering and feature icons project from the building and emphasise their size and prominence. The site is located in a part of the Chapel Road

Conservation Area which is largely free of advertising features and retains much of its historic character of generally 19th century civic buildings. The advertising signage to the subject site is considered to be unduly prominent and detrimental to the amenity of the Conservation Area and streetscape contrary to the provisions of saved policy BE1 of the Worthing Local Plan.

Notwithstanding the above, the highways officer expresses no objections to the proposed advertisement and it is not considered that the advertisement would present any danger to public safety.

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 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.

RECOMMENDATION:

Refuse advertisement consent for the following reason:

1. The application site is located within the Chapel Road Conservation Area where advertisement signage is generally of a minimal size and integrated with the scale and form of existing buildings. In this instance the advertisement signage, by reason of its size, projection from the building, illumination and use of colour is considered to be an excessively bold and dominant feature which fails to preserve the character and appearance of the Chapel Road Conservation Area contrary to the provisions of saved policy BE1 of the Worthing Local Plan.

REASONS FOR RECOMMENDATION:

The proposal is contrary to the relevant policies of the Development Plan as detailed above.

Saved Worthing Local Plan Policy

BE1

Submission Core Strategy

Policy 16

IS RECOMMENDATION CONTRARY TO LETTER(S) OF REPRESENTATION? N

DELEGATED

Case Officer sign..[redacted].....Date 15/3/11

Authorising Officer sign..[redacted].....Date 15·3·11