DELEGATED APPLICATIONS

ASSESSMENT SHEET

APPLICATION NO./ ADDRESS: ~~AWDM/0170/11~~ & WB/11/0185/ADV 5 Steyne

DATE OF SITE VISIT: 7 July 2011

NEIGHBOURS CHECKED: Y

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): N

SITE AND SURROUNDINGS:

The Steyne comprises a substantial four (4) storey Georgian terrace building. The building features white brick, stringcourse above ground floor and cornice with modillions above the 3rd floor and parapet.

PROPOSAL:

Seeks to install one projecting non-illuminated sign and one wall mounted plaque sign.

RELEVANT PLANNING HISTORY:

None relevant.

RELEVANT PLANNING POLICIES:

Core Strategy policy 16
PPS1: Delivering Sustainable Development
PPS5: Planning for the Historic Environment
PPG19: Outdoor Advertisement Control

REPRESENTATIONS:

No objections to sign by door.

RELEVANT CONSULTATION RESPONSES:

None relevant.

PLANNING ASSESSMENT:

Council is considering two applications, One for advertisement consent and one for listed building consent. The application for advertisement consent the only issues under consideration are the impact of the proposal upon amenity and public safety. The listed building application solely the impact of the sign on the setting of the listed building.

The projecting sign is small in size and of a traditional design and would not appear as a prominent feature on the building. The plaque sign is very small and matches the background of the painted brickwork.

The signs are not considered to represent a danger to highway safety.

In other regards the development is not considered to warrant objection and is recommended for approval.

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:

A. Grant advertisement consent subject to the standard advert conditions.

B. Grant listed building consent subject to the following conditions:

- Standard time limit
- Plans

REASONS FOR RECOMMENDATION:

The proposed development would not detract from the local environment and can take place without resulting in unacceptable detriment to the amenities of neighbouring properties. It would consequently not conflict with the 'saved' policies of the Worthing Local Plan and the Core Strategy.

The proposal accords with the relevant policies of the Development Plan.

Core Strategy

Policy 16

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

DELEGATED

Case Officer sign..... Date 18/7/11.

Authorising Officer sign..... Date 18/7/11