
Appeal Decision

Site visit made on 1 February 2017

by C J Leigh BSc(Hons) MPhil MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 10 February 2017

Appeal Ref: APP/M3835/Z/16/3161170

33 Chatsworth Road, Worthing, West Sussex, BN11 1LY

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Ali Tembel against the decision of the Worthing Borough Council.
 - The application Ref AWDM/0965/16, dated 17 June 2016, was refused by notice dated 18 August 2016.
 - The advertisement proposed is an overhead sign measuring 9.6m long and 1.2m high, orange with white writing, illuminated from inside.
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Decision

1. The appeal is dismissed.

Main issue

2. The main issue is the effect of the proposed advertisement sign on visual amenity.

Reasons

3. The sign the subject of this appeal has been installed, and it replaced a previous sign at the premises. The information submitted with the appeal illustrates the former installation was of smaller dimensions, and sat above part of two of the openings to the premises, rather than spanning across three openings as is now the case.
4. This has led to a more prominent sign, and the size and dimensions of the installation obscure a considerable amount of the dentil string course and the brick arches to the openings, which are important to the architecture and character of the building and locality. The height and length of the sign do not relate well to the area in which the advertisement has been placed, resulting in a dominant appearance that is over-sized for the architectural features of the building.
5. The Council inform me that the proposed levels of illumination exceeds the recommended levels, even for 'high district brightness area' (as based on the Institute of Lighting Engineers Technical Report No. 5). An excessively high level of illumination would compound the visual harm of the sign.
6. I note there is a large fascia sign close to the appeal site, but the Council inform me there is no record of any consent for that installation. That large sign relates

poorly to the host building and so is not a good example to follow, and the current proposals appear to be for an installation that is larger still.

7. I acknowledge the need for the appellant to provide signage in order to attract customers to the restaurant, and that there are economic benefits arising from that commercial use. However, these matters must be balanced against other matters of acknowledged importance and it is my overall conclusion that the harm to visual amenity outweighs those considerations.
8. The proposed development would therefore conflict with Policy 16 of the Worthing Core Strategy 2011, which seeks to ensure development has regard to local character. The appeal is dismissed.

C J Leigh

INSPECTOR