Application Number:	**AWDM/0431/25**	**Recommendation - Approve**
Site:	**2 Bath Place, Worthing**	
Proposal:	**Advertisement Consent for one externally illuminated fascia sign and one non-illuminated projecting sign**	
Applicant:	Connaught Leisure Ltd	Ward: Central
Agent:	ECE Planning Limited	
Case Officer:	Stephen Cantwell	

Site and Surroundings and Proposal

The site comprises a post-war brick-faced commercial building also with double width display frontage of 11m, located at the southern end of Bath Place. It has been undergoing renovation following a grant of planning permission for changes of use.

It lies within the South Street Conservation Area, adjoins listed buildings in Bath Place and is within the Town Centre Secondary Shopping Frontage.

Proposal

An advertisement application for two signs. One is a fascia sign above the display window, externally. The other is a projecting sign of 0.5m x 0.8m. Both are dark blue background with gold colour lettering.

Planning History

AWDM/1626/18 - Change of use of ground floor of No. 34 Marine Parade from amusement arcade to flexible use as restaurant and/or drinking establishment (Use Classes A3 and A4). Change of uses of ground floor of Nos. 2 and 3 Bath Place from shop (Use Class A1) and restaurant (Use Class A3) to amusement arcade, including new shopfront, also change of use of first and second floors of Nos. 2 and 3 Bath Place from ancillary office space to 2no. two-bedroom flats.
Approved 08/02/2019

AWDM/1627/19 - Proposed alterations to roof to include 3rd floor extension including dormers to create 1no. two bedroom flat, including minor variation to approved floor plans under AWDM/1626/18 (2 and 3 Bath Place).
Approved 31/01/2020

AWDM/0966/21 - Variation of Conditions 1 (Drawings), 3 (Materials), 4 (Noise), 5 (Bin and Cycle Store) and 6 (Flood Risk) of AWDM/1627/19: Proposed alterations to roof to include 3rd floor extension including dormers to create 1no. two bedroom flat, including minor variation to approved floor plans under AWDM/1626/18**.**
Approved 24/01/2022

AWDM/0035/23 Application for Certificate of Lawfulness for Existing implementation of Planning Permissions AWDM/1626/18, AWDM/1627/19 and AWDM/0966/21
Approved 11/05/2023

AWDM/0993/21 Advertisement Consent for replacement of externally illuminated fascia sign and non-illuminated projecting sign for Nos 2 and 3 Bath Place for new amusement arcade (part-revision to previously approved advertisement under reference AWDM/1643/18). **Approved 06/10/2021**

AWDM/0431/25 Change of use of ground floor from commercial (Class E) to amusement arcade (Sui Generis) and first and second floors from ancillary offices / snooker (Sui Generis /Use Class E) to office use (Use Class E) with replacement shopfront to include separate office entrance (retrospective) - **Pending determination**

Consultations

Worthing Society - No objection

Relevant Planning Policies and Guidance

Worthing Local Plan 2020-2036:
DM5 Quality of the Built Environment; DM6 Public Realm, DM22 Pollution
DM23 Strategic Approach To The Historic Environment: DM24 The Historic Environment

Conservation Area Appraisal – South Street (September 2001, revised 2009)

"…many of the shopfronts and much of the advertising associated with retail activity fails to respect the character or appearance of the buildings. Some improvements, however, have been achieved in recent years through negotiation over planning and advertisement applications. Enhancement of the street scene has also been achieved by removing the variety of advertising structures which existed formerly and replacing them with advertising drums of a more appropriate and consistent design.

Enhancement Opportunities: Encourage the replacement of unsympathetic shopfronts and signs with shopfronts and signs that respect the individual buildings and the character and appearance of the street scene…"(Pgs. 6 – 7)

Seafront Investment Plan

"The combined public realm proposals for Worthing Promenade and Marine Parade will reconnect the seafront with the town centre and transform the seafront's appeal as a regional destination." (p40)

Relevant Legislation

Section 70 of the Town and Country Planning Act 1990 (as amended) provides that the application may be granted either unconditionally or subject to relevant conditions, or refused. Regard shall be given to relevant development plan policies, any relevant local finance considerations, and other material considerations. Section 38(6) Planning and Compulsory Purchase Act 2004 that requires the decision to be made in accordance with the development plan unless material considerations indicate otherwise.

The Town and Country planning (Control of Advertisements) (England) Regulations 2007, as amended, requires consideration of amenity and public safety; the provisions of the development plan, where material and other relevant factors.

In respect of heritage Sections 16, 66 and 72 & 73A of the Act and also Section 72 of the Planning (Listed Building & Conservation Areas) Act 1990 require the Local Planning Authority (LPA) to have special regard to the desirability of preserving listed buildings or their setting or

any features of special architectural or historic interest they possess, and to pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

Planning Assessment

Amenity

The proposal is similar to an earlier advertisement approval AWDM/0993/21. The fascia sign is shown to be externally lit, although the application form refers to internal lighting. It is assumed that the drawing and description are correct and a planning condition can reflect this.

It proposes the previously approved timber fascia with painted gold lettering on dark blue background. The three recessed LED lights are slightly lower profile lenses but otherwise unchanged and would give 600cdm-2, in accordance with recommendations for adverts in town centres by the Institute of Lighting Professionals document: PLG *5. Brightness of Illuminated Advertisements*.

The new element is the proposed projecting sign, which (it is assumed is also timber). The colours will match the fascia and will replace an existing projecting sign of similar size.
Subject to conditions to ensure external lighting only, the signs are considered appropriate to the character of the conservation area and setting of neighbouring listed buildings.

Public Safety

Bath Place Street is pedestrianised and the signs would not cause a distraction to highway traffic. Illumination is largely concealed, which avoids glare. The existing canopy already projects slightly above the highway but is 3.3m above ground level. There are no implications arising from the proposals from a public or highway safety perspective.

Recommendation: APPROVE

Is recommendation contrary to letter(s) of representation? No

Subject to Conditions:-

1-6. Standard Conditions 1-6

7. Standard condition - Approved plans

8. Prior to the installation of the new externally illuminated fascia hereby approved, any existing external lights and externally illuminated projecting sign shall be entirely and permanently removed.

Reason: In the interests of visual and neighbouring amenity and safety, to avoid clutter and excessive illumination and to protect and enhance the character of the Conservation Area and setting of listed buildings.

9. Lighting shall be external lighting only and via the externally mounted lights shown in the approved plans and shall be of the static-illumination type and not flashing and shall not exceed 600cdm-2, using natural or warm white tones

Reason: In the interests of visual and neighbouring amenity and safety, to avoid clutter and excessive illumination and to protect and enhance the character of the Conservation Area and setting of listed buildings.

Case Officer: Stephen Cantwell Date: 6th September 2025

Authorised by: Gary Peck Date: 8 September 2025