

Development Management – Delegated Officer Report

Application Number: AWDM/0491/26

Recommendation – APPROVE

Site: 29 Montague Street Worthing West Sussex BN11 3BE

Proposal: Advertisement consent for internally illuminated fascia sign and non-illuminated protruding sign

Date of site visit: 14/05/2026

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the southern side of Montague St between Bath Place and Montague Place. It contains a three-stored mid-terrace building. The application relates to signage for the ground floor commercial unit.

The site is within South Street conservation area. It does not contain any listed buildings or structures.

Proposal

The proposed signage includes a fascia sign consisting of grey banding and an internally illuminated circular sign with the words “Muffin Break”. The second sign is a projecting sign from the fascia with the words “Muffin Break”.

The agent has agreed to a max illumination of 300cd/m²

Relevant Planning History: None relevant

Consultations: None

Representations: None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24

National Planning Policy Framework (2024)

National Planning Practice Guidance

Planning Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Policy DM6 (Public Realm) states that “*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*”.

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity

There is a variety of signage in the area. While internal illumination is not usually considered acceptable in conservation areas there are some internally illuminated signs within the wider streetscene. The illumination is restricted to the central circle only and is therefore considered acceptable in this instance. A condition will be included to ensure it is only illuminated during the hours of operation of the business and to a maximum of 300cd/m² in order to preserve the appearance of the conservation area.

The projecting sign is of a modest scale and in line with similar examples nearby. It is considered to preserve the appearance of the conservation area.

Public safety

The signs are set on the fascia and adequately above head height so will not obstruct movement. The street is pedestrianised so there will be no impact on motorists. There are no concerns related to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. Restricted to 300cd/m²
9. Signs to be illuminated to during hours of operation of the business only.

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission

in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Louise Prew Date: 25/06/2026

Authorised by: Jo Morin Date: 25.06.2026