Expiry Date - 28/02/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0006/24 Recommendation – APPROVE

Site: 8 Goring Road Worthing West Sussex BN12 4AJ

Proposal: New internally illuminated fascia sign.

Date of site visit: 30/01/2024

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to No. 8 Goring Road which is a ground floor unit located to the north side of the road and near the junction with Elm Grove. The unit is located within Goring District Centre, described within the Worthing Local Plan as a large group of shops, together with appropriate supporting non-retail facilities and services, which collectively form a coherent shopping centre. Buildings within the District Centre are predominantly three-storey with retail/ non-retail units occupying the ground-floor with an active shopfront and residential use to the upper floors.

The fascia signs to the shops along this north section of the road project forward of the building in a continuous and harmonious manner to create an open canopy area over the shopfront. The unit the subject of this application is occupied by Pizza Hut and their branding is in-situ to the shopfront and fascia. The individual lettering 'Pizza Hut' is white and the backdrop including the hat-like branding symbol are red. The shopfront is dark coloured and appears tired in areas. It exhibits marketing posters to the windows and doors.

Permission is sought for the replacement/ updating of the existing 'Pizza Hut' illuminated fascia sign and branding on the shopfront. The fascia sign would comprise an aluminium powder coated RAL 9005 (matt) backdrop with white individual lettering and hat-like symbol along with a red outer effect. The shopfront is to be retained, deep cleaned, and repaired where needed. The entrance door would be sprayed red and glazing frames sprayed RAL 9005 (matt) to reflect the theme of the fascia. New window graphics would be installed to replace those existing.

Representations: None.

Consultations: None.

Expiry Date - 28/02/2024

Relevant Planning History:

Planning approvals at the application site for:

- Replacement internally illuminated fascia sign and internally illuminated projecting sign for Pizza Hut under AWDM/0525/16, decision issued 01 Jun 2016.
- Installation of an externally illuminated fascia sign under 06/0243/ADV, decision issued 26 Apr 2006.
- Installation of new anodised aluminium shopfront and infill existing blocked door at rear under 05/0969/FULL, decision issued 26 Oct 2005.
- Installation of externally illuminated fascia under 05/0970/ADV, decision issued 26 Oct 2005.

Relevant Planning Policies

National Planning Policy Framework (Revised December 2023)
National Planning Practice Guidance

Worthing Local Plan (2023) 2020-2036
SP1 (Presumption in Favour of Sustainable Development)
DM5 (Quality of the Built Environment)
DM6 (Public Realm)

Planning Assessment

Principle

There is no objection in principle to the display of advertisements which will be considered on their effect on visual amenity and public safety.

Amenity

The fascia sign would be installed onto the existing face of the projecting section over the shopfront and the continuous harmony of fascia signs would not be disturbed; a visual balance will be maintained. The fascia sign by way of its design and colour within this context would be less garish and actually improve the visual appearance of the unit and row of units. It has been rationalised, would respect surrounding scales and proportions, and would not dominate views. In any event, the internally illuminated fascia sign with the corporate branding of Pizza Hut, although modern and of little architectural merit, has been established within this District Centre for many years and forms part of the street scene.

The repair and paint works to the shopfront would improve its visual appearance and would be consistent with the theme of the fascia sign. The

replacement graphics would not give rise to the proliferation of advertisements resulting in clutter.

The proposal would not be out of keeping and would not result in an adverse effect on visual amenity.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The proposed signage would not hinder or obstruct pedestrians or vehicles or impinge on the public highway by virtue of the like-for-like replacement of the advertisement, sited at a height above pedestrian height level.

There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans

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

1. 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.

Case Officer: Jason Albon Date: 27/02/2024

Authorised by: Jo Morin Date: 27.02.2024