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13 March 2024
Ref: SL/Let/P2086

Dear Sir / Madam,

Full Planning for *'Replacement Shopfront and Signage'* at 17 and 17a Buckingham Road, Worthing, West Sussex, BN11 1TH.

We are contacting you on behalf of **Roffey Homes**, in support of a Full Planning Application to replace the existing shopfront and signage at 17 and 17a Buckingham Road, Worthing, West Sussex, BN11 1TH.

This application is accompanied by the following documents and drawings:

- **Application Forms;**
- **Planning Covering Letter;**
- **Location and Block Plans;**
- **Details of Proposed Shopfront and Signage**

The application has been submitted via the Planning Portal under reference **PP-12861799** and is accompanied by the relevant planning application fee.

The Site

The site is located within the built up area boundary, within a highly sustainable location, just outside the Town Centre Boundary of Worthing, as identified by Worthing's adopted Proposals Map. The site therefore benefits from excellent access to an abundance of local shops, services and facilities.

The existing offices are currently occupied by 'Roffey Homes' a family run company which specialises in the development of luxury apartments along the West Sussex coast, with particular emphasis of development in Worthing Town.

The existing shopfront is in need of updating and currently forms a single large window pane with the Roffey Homes signage. To the south of the office is a an access door which is enclosed by a blue timber surround.

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Planning Proposal and Appraisal

This application proposals seek to replace the existing shopfront with a new single door and two fixed display windows. The proposal involves removing one of the existing doors located further south and replacing it with an emergency exit door coloured blue with the Roffey Homes Logo.

Please refer to Figure 1 and 2 for a visual representation of the existing and proposed shopfront elevation of the site.



Figure 1- Existing Shopfront

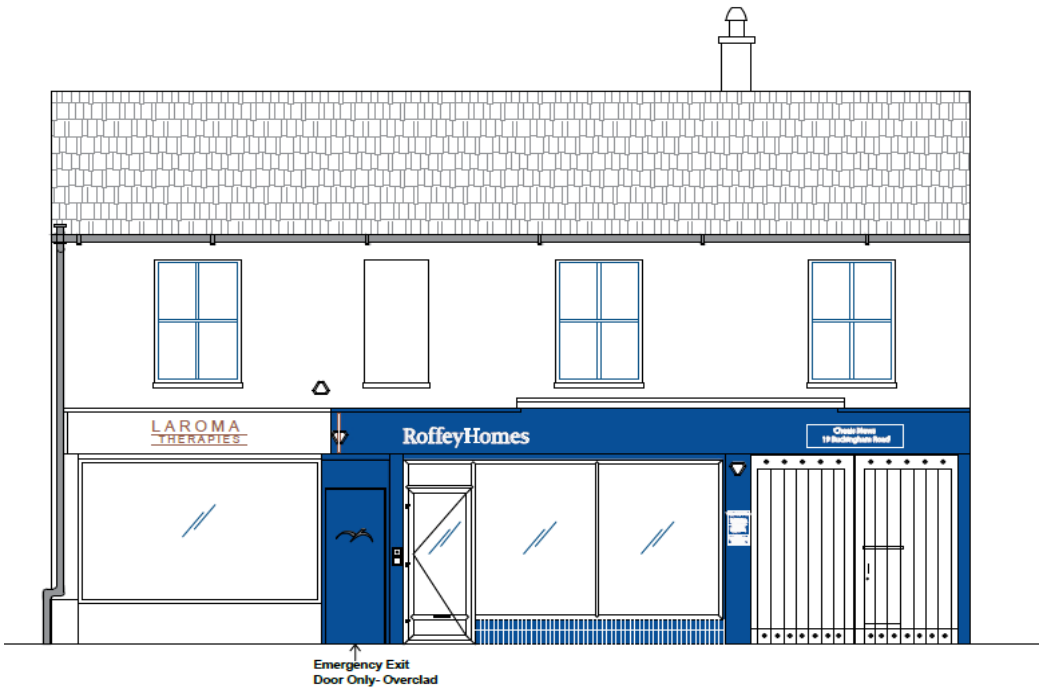


Figure 2- Replacement Shopfront

In terms of materiality, the proposed shopfront will be coloured blue. The new doors and display windows will be coloured 'Grey Brown RAL 8019' in a matte finish powder-coated commercial aluminium. Please refer to Figure 3 for a visual representation of the proposed window and door detailing provided by the supplier.

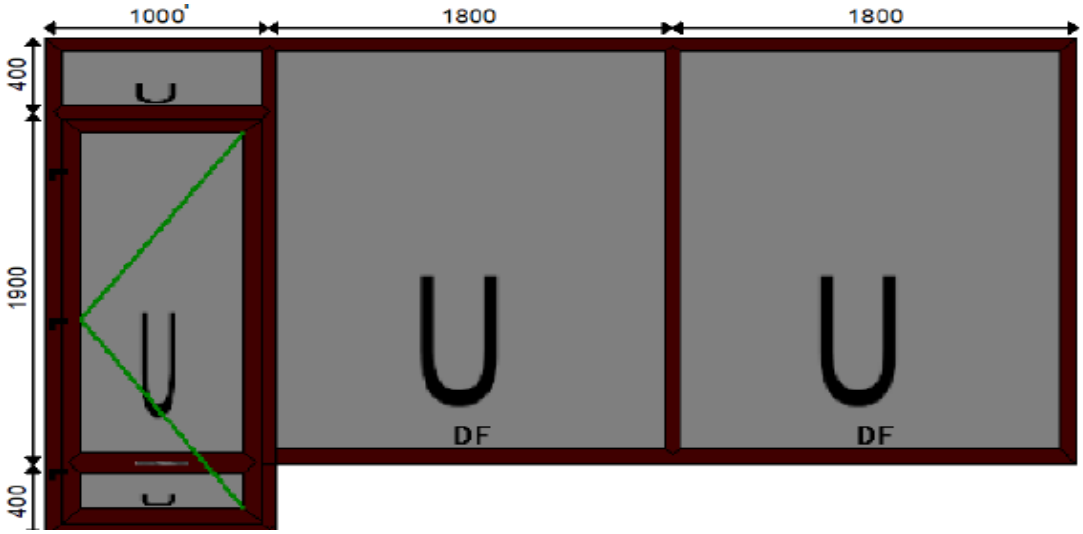


Figure 3- Proposed Shopfront

In addition to the proposed shopfront improvements, this application seeks to upgrade the signage for both the Roffey Homes Offices and the Cheal Mews. The proposal includes three fascia signs across the shopfront, all of which will feature white flat cut vinyl lettering against a blue background matching the shopfront. A Roffey Homes logo will also be incorporated on the emergency exit door in a flat cut metal material. Further details can be found in the submitted plans.

An alternative blue tiling is proposed to replace the currently deteriorated tiling beneath the shopfront.

The proposals are considered to improve the existing shopfront and visually enhance the street scene along Buckingham Road. The applicant is presently investing in the property, in which application (ref: AWDM/1767/23) has been approved extend the building towards the rear. Enhancements to the shopfront and signage will serve to further enhance the building's overall improvements.

The area primarily consists of commercial uses to the south of Buckingham Road. Any nearby residential properties would not be adversely affected by the proposed signage as the signage not be illuminated. This means there will be no negative impact on residential amenity resulting from this shopfront and signage application.

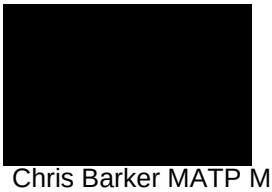
Conclusion

To conclude, the proposed replacement shopfront and signage would be entirely acceptable in terms of principle and residential amenity. The proposals would visually improve to the existing shopfront which is in need of investment.

The proposals have been found to be consistent with the aims and objectives of the National Planning Policy Framework, the Worthin Local Plan and other supplementary guidance. It is therefore requested that this application is approved without delay.

If you have any further queries or require further information, please contact me on 01903 248777.

Yours sincerely
ECE Planning



Chris Barker MATP MRTPI
Managing Director