Expiry Date - 08/04/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0142/25 and AWDM/0267/25 **Recommendation – APPROVE**

Site: **3 - 5 Cricketers Parade Worthing West Sussex BN14 9DB**

Proposal: **Installation of 2no internally illuminated fascia signs "KFC", 1no internally illuminated fascia sign with Colonels logo**

Installation of new shopfront

Site visit: 08/04/2025

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site relates to a three storey building located on the north side of Cricketers Parade within the Broadwater district centre. The application relates to the ground floor which is in use as a fast food restaurant. There are a number of other shop units within the same building with differing shopfront designs. Nos.3-5 has a large level of glazing with tiled pillars between the three sections.

The site is within the Primary Shopping Frontage Area within the district centre. It is not within the Conservation Area. The boundary of the Broadwater Green Conservation Area lies to the west of the site beyond Broadwater Roundabout further along the A24.

Permission is sought for the display of three internally illuminated fascia signs. Two of the signs would measure approximately 1.61 metres in width each, 0.51 metres in height and 0.12 metres in depth. They are proposed to comprise of white lettering “KFC” with white acrylic faces with aluminium returns. To the easternmost unit there is proposed to be a 1 metre by 1 metre “Colonels” logo with a depth of 0.12 metres.

The existing trough lighting on the top will be retained with a depth of 0.16m as existing.

The level of illuminance for each sign would be 250 cd/m2.

The shop front alteration seeks to centralise the doors in the easternmost section of the shopfront.

For ease of reference this report relates to both the advertisement consent and planning application.

Relevant site history

08/0788/FULL - Change of use from Class A1 (retail) to Class A3/ A5 (restaurant and take-a-way) with extraction flue and air conditioning units to rear of premises. Status CCN

09/0029/FULL - Retrospective application for external alterations including installation of new shopfront; A/C condenser units; and extract/ventilation equipment to rear elevation. Status CCN

09/0030/ADV - Retrospective application for the installation of 3 no. internally illuminated fascia signs. Status CCN

10/0139/ADV - Retrospective application for the installation of internally illuminated projecting sign. Status Refused

11/0143/ADV - 1 No. internally illuminated projecting sign with red box mounting (Option 2). Status Refused

AWDM/0125/16 - Change of use of No. 3 Cricketers Parade from A1 to A3/A5, alterations to shopfront to No. 3, 4 and 5 Cricketers Parade and variation of conditions imposed on previous planning permissions relating to operating hours of 4/5 Cricketers Parade (WB/08/0788/FULL & 09/0029/FULL refers). Status Application Permitted

AWDM/0126/16 - Installation of externally illuminated powder coated metal panel sign and internally illuminated fascia signs to Nos. 3, 4 and 5 Cricketers Parade. Status Application Permitted

AWDM/0519/21 - Installation of new door to existing shopfront to southwest elevation. Status Application Permitted

Consultations
None

Representations
None received

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment

There is no objection in principle to the upgrading of commercial premises.

The key considerations are the effects on the visual amenities of the street scene and character.

Advertisements are assessed for their impact on visual amenity and public safety in accordance with the 2007 regulations.

Visual Amenity
This is a primary shopping area within the district centre and is not within the conservation area. The building is on the Council's local list with specific mention of the dark brick, mosaic tiles and painted concrete and render. The terrace of shops were all built at the same time, and it is likely that the shopfronts were of a similar style. However, many of the shopfronts have now been changed. The windows on the shop front will be retained with the main alteration being the eastern unit having the door centralised. The shopfront will be have red fascias and doors but it is considered that these are sufficiently set back as to not have an adverse impact on the characteristics of the locally listed building.

The overall size of the signs and positioning would be similar to the existing signage at the site which it would replace. Having regard to the size of lettering and illumination, the proposals would not cause any significant harm to visual amenity in this location. The level of illumination can be controlled by condition in the interests of protecting visual amenity.

Overall, the proposed development is considered acceptable in terms of visual amenity.

Residential Amenity
The replacement shopfront will be in character with neighbouring shopfronts within the terrace. The impact of the amendment to the shopfront to the neighbouring properties is not considered to be demonstrable to the application as the same relationship will remain the same. The use of the shop is not considered to be intensified and therefore is acceptable in terms of residential amenity.

Transport and public safety
Following the standing advice from WSCC Highways it is not anticipated that there would be a dazzling impact on the highway. This is due to the illumination being static and to a level of illumination that is common within the locality at 250cdm2. Furthermore, the existing signage on the site is at the same levels of illumination and static so this would not be worsened. The signs are on the fascia and will therefore not cause any obstruction for pedestrians or vehicles using the highway.

Advertisement consent AWDM/0142/25 - Recommendation

APPROVE Subject to Conditions:-

1. Standard advertisement conditions 1-7
2. Standard Time Limit
3. Level of illumination limited to 250cd/m2

Full application AWDM/0267/25 - Recommendation

APPROVE Subject to Conditions:-

1. Approved plans
2. Standard Time Limit
3. Materials to match plans

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 advertisement consent 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: Finlay Gardner Date: 08/04/2025

Authorised by: Louise Prew Date: 08/04/2025