Expiry Date - 25/04/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0267/25 Recommendation – APPROVE

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

Proposal: 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.

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

AWDM/0267/25 - Installation of new shopfront. Status Pending Consideration

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

Planning Assessment
There is no objection in principle to the display of advertisements. The determining issues relate to public safety and impact on visual amenity.

This is a primary shopping area within the district centre and is not within the conservation area. The overall size of the signs and positioning would be similar to the existing signage at the site which it would replace and where they would not cause any obstruction. 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.

Following the standing advise 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. As such there would be no adverse effect on public or highway safety or amenity.

Recommendation

APPROVE Subject to Conditions:-

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

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: