Expiry Date - 21/05/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0349/24 Recommendation – APPROVE

Site: 17 Buckingham Road Worthing West Sussex BN11 1TH

Proposal: Replacement Shopfront (no's 15,17 and 17A)

Date of site visit: 24/04/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application site relates to the ground floor unit of 15, 17 and 17A Buckingham Road. This abuts the town centre boundary and is close to the secondary shopping frontages of Buckingham Road to the south and the primary shopping frontages on Montague Street.

The site is currently in use as an office for a local developer. As such the glazing on the site has an obscure screening covering the glass. One of the doors is also obscure glazed and not the primary access to the site.

The frontages are the only on their side of the road with residential properties to the north and a multi-storey car park to the south. The application seeks to update the shopfront and signage for the site. This would be achieved through the updating of the materials and the provision of additional signage.

Relevant Planning History: None

Representations: None

Consultations: None

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM10 and DM13
National Planning Policy Framework (DLUHC 2023)
National Planning Practice Guidance

Planning Assessment

Effect on the local centre

Policy DM13 of the local plan refers to the hierarchy of the town centre and the other local centres. Whilst the site does not comprise a primary or

secondary frontage it is in close proximity to the primary frontages on Montague Street as well as the other secondary frontages on Buckingham Road. The impact of the replacement shopfront is not considered to have a negative impact on either. This is due to the retention of a shopfront and the modernisation of the frontage which would be in keeping with the usage and locality.

Policy DM10 of the Worthing Local Plan refers to the economic growth and skills. It is considered that the modernisation of the frontage with the additional signage will result is a clearer understanding of the use of the site.

Visual Amenity

The small terrace of shops were all built at the same time, and it is likely that the shopfronts were of a similar style. However, over time the frontages have clearly been split. The application seeks to split the singular pane of glass on the frontage in two. This will not result in a significant deviation from that of the existing use or the character.

The introduction of additional signage and the overcladding of the fire door will result in a more prominent shop front. This is not considered to result in an impact that would be demonstrable to the street scene. Whilst the introduction of additional colour would lead to greater prominence there would be a greater level of harmony and flow with the neighbouring shopfront. The features that are proposed are not alien to the area with the small terrace of shopfronts.

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.

The signage and the new shopfront are not proposed to be illuminated as such they are not considered to result in any illumination that would impact the nearby residents.

Recommendation

APPROVE subject to Conditions:-

1. Approved plans
2. Standard time limit

Expiry Date - 21/05/2024

Informative

1. Approved with amendment

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

Case Officer:	Finlay Gardner	Date: 05/06/2024
Authorised by:	Louise Prew	Date: 05/06/2024