Expiry Date - 21/05/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0350/24 Recommendation – APPROVE

Site: 17 Buckingham Road Worthing West Sussex BN11 1TH

Proposal: Display of three fascia signs and logo on fire door (in conjunction with AWDM/0349/24) (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:
AWDM/0349/24: Replacement Shopfront (no's 15, 17 and 17A). Registered

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

Of consideration is the impact of the proposed advertisement on visual amenity and public safety.

Visual Amenity

The advertisement has not been designed in isolation. It is associated with the updating of the shop frontage. It is necessary to modernise the frontage of an existing unit a particularly common type of advertisement which would be associated with the nearby in this local centres. The proposal has similar coverage as the existing shopfront. The signage would not give rise to the proliferation of advertisements due to its association with the existing use, would not be out of keeping with the existing shopfront, and is considered acceptable in the wider context of the site.

Public Safety

There would be no concern in relation to public safety by virtue of the advertisements siting within the shopfront and the similar nature of the advertisement to what previously existed. There is not proposed to be any illumination of the signage as such it is not considered to affect highway or pedestrian safety.

Recommendation

APPROVE subject to Conditions:-

1-6. Standard advert conditions
7. Approved plans

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