# Development Control – Delegated Officer Report

**Application Number: AWDM/1643/24 Recommendation – APPROVE**

**Site: 28 Goring Road Worthing West Sussex**

**Proposal: Installation of externally illuminated Fascia Sign & Projecting Sign**

**Date of site visit:** 18.02.24

**Neighbours checked:** y

**Additional neighbour notifications**: n

**Site and Surroundings**

The application relates to a former fish and chip takeaway/restaurant on the north side of Goring Road, within the heart of the Goring Road District Centre. The shop occupies the front unit on the ground floor, with a further unit occupied separately to the rear. 28a above, a flat over two floors, has a rear staircase with first floor platform.

To the rear, the premises has a large single-storey flat roofed extension housing the kitchen, store and toilets associated with the shop. Beyond these in the same extension is the separate unit.

**Proposal**

1. Fascia Sign Height 0.51 metre, Width 5.17m Depth 0.1 metres. Projection 0.1 metres. Individual letters (max) 25 centimetres. Painted timber signwritten. White signwriting on a dark turquoise background. Externally illuminated with luminance level 10 cd/sqm via LED trough light

2. Projecting or Hanging Sign Height 0.545 metres width 0.04 metres Depth 0.545metres. Height from the ground 2.585 metres. Projection from the face of the building 0.7. Maximum height of any of the individual letters and symbols 40 centimetres. White signwriting on a dark turquoise background. Externally illuminated with luminance level 10 cd/sqm via trough lights

**Relevant Planning History:**

AWDM/1777/20 - Change of use to hot food takeaway (Sui Generis) with ancillary seating. Granted

AWDM/1274/23- Change of use from E (b) to Sui Generis (Wine bar with food provision).- APPROVED

**Consultations:**

None undertaken

**Representations:**

None received

**Relevant Planning Policies**

Worthing Local Plan policies (WBC 2023): SP1, SP3, DM5, DM6, DM8, DM13, DM15, DM22
National Planning Policy Framework (2024)
National Planning Practice Guidance

**Planning Assessment**

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 states that "express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety".

***Visual Amenity***

The unit currently has a non- illuminated fascia sign and projecting sign. The replacement sign is attractive in appearance using timber materials and traditional style font and lettering. The dimensions of the sign would be similar to existing and adjoining properties. The proposed colours, text and moulding enhance the character of the building and improve the visual amenities of the street scene.

The proposed external lighting would not be dominant or intrusive in the street scene and would have no adverse impact on the visual amenities of the locality.

***Residential Amenity***

The external illumination is limited to trough lighting for the fascia sign centrally positioned above the lettering, and for the projecting sign trough lights either side at the top of the sign. Illuminated signs have been in place previously at these premises and operated without any impact on the neighbour amenity. The level of illumination would mean there would be no detrimental impact on the residential amenities of the occupiers of the flats above this premises resulting from this proposal.

**Public Safety**

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The building abuts the pavement and the fascia sign projects only 0.1m from the face of the building at a height of 2.585 above the pavement level. The trough light projects slightly beyond this from the wall above the fascia sign. The projecting sign would project 0.545m and a height above ground of 2.585m above pavement level. The fascia sign and projecting sign and external lights would not hinder or obstruct pedestrians using the pavement or impinge on the public highway. The proposed signage would not cause a distraction to highway traffic using the road. There are no implications arising from the proposal from a public or highway safety perspective.

**Recommendation**

**APPROVAL** subject to Standard Conditions 1-6:-

**7. Approved plans**
**8.** Illumination during business hours only

**Informatives**

1. 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 planning permission 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: Jackie Fox Date: 18.02.25

Authorised by: Jo Morin Date: 08.04.2025