Expiry Date - 07/05/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0329/25 Recommendation – APPROVE

Site: Bank 27 - 29 South Street Worthing West Sussex

Proposal: Advertisement consent for non-illuminated ATM surround signage

Date of site visit: 08/04/2025

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application site relates to the ground floor unit of 29 South Street. The site is currently in use as a Natwest Bank. As such the glazing on the site has an obscure screening covering the glass. South Street is a town centre location where there are a number of different uses. South Street is also a conservation area.

The proposal relates to the altering of the advertising which surrounds the ATM. The application is not for the ATM alteration itself only the surrounding advertising.

Relevant Planning History:
AWDM/1301/14 - Installation of internally illuminated fascia sign, one internally illuminated hanging sign, internally illuminated ATM acrylic verticals and non-illuminated flat aluminium acrylic ATM surrounds. Refused.

AWDM/0623/15 - Installation of replacement ATMs. Application Permitted.

AWDM/0622/15 - Replacement of various illuminated and non illuminated signs. Application Permitted.

AWDM/0562/19 - Removal of existing ATM surround and installation of 1no. 2020mm high non-illuminated sign to cover redundant ATM. Withdrawn.

AWDM/0948/19 - Installation of air conditioning unit to second floor flat roof area. Application Permitted.

AWDM/0963/19 - Removal of 1no. ATM and infilling the aperture. Also installing 4no. new black granite panels to match existing elevation. Application Permitted.

AWDM/0870/22 - Replace all existing signage with new branded signage, window graphics, digital screen and ATM shroud. Withdrawn.

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AWDM/1261/22 - Installation of 1no. internal digital screen, external facing. Installation of new signage to replace existing including: 1no. halo illuminated fascia sign; 1no. internally illuminated projecting sign; 1no. internally illuminated ATM surround; 1no. non-illuminated acrylic nameplate; 1no. branded window manifestation vinyl. Application Permitted.

Representations:
None

Consultations:
Worthing Society: Did not respond

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (HCLG 2024)
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 ATM around which it is located. The proposal relates to the changing of the advertising surrounding the ATM. This results in a smaller overall signage with the section of advertising being removed beneath the ATM itself.

With a large number of other shop frontages having different forms of advertising including acrylic surrounds and window coverings. It is noted that the site has previous permissions for a variety of similar signage. The signage would not give rise to the proliferation of advertisements due to its association with the ATM, would not be out of keeping with the existing shopfront, and is considered acceptable in the context of this town centre location. There is also not considered to be any adverse impact on the conservation area from the proposed advertising. The impact would actually be lessened through the reduction in scale of the advert.

Public Safety

There would be no concern in relation to public safety by virtue of the lack of illumination. With no illumination it is not considered to affect highway or pedestrian safety. The signage would be located flush with the wall and therefore would not cause an obstruction to pedestrians.

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Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans

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

1. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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: 07/05/2025
Authorised by:	Louise Prew	Date: 07/05/2025