Development Control – Delegated Officer Report

Application Number: AWDM/0905/24 **Recommendation – APPROVE**

Site: **16 Warwick Street, Worthing, West Sussex, BN11 3DJ**

Proposal: **Installation of 1 no. externally halo-lit fascia lettering sign; 1 no. non-illuminated hanging sign**

Date of site visit: 24/07/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the southern side of Warwick Street within the pedestrian precinct and the South Street Conservation Area.

The site is within the Warwick St/Brighton Road Town Centre Character Area and Secondary Shopping Frontage.

Proposal

Advertisement consent is sought to install an externally illuminated fascia sign and a hanging sign.

An awning that would have needed planning permission has been removed from the proposals.

Relevant Planning History:

None relevant

Consultations:

<u>The Worthing Society:</u>

This building is located in Warwick Street, one of the most historic areas in Worthing and set within the South Street Conservation Area. Although not included on the Statutory List or included on the Local List, it is a building of same age and scale within the street scene.

Warwick Street is one of the narrowest shopping streets in Worthing. Whilst we can appreciate the need for a hanging sign we consider it does not need to be illuminated. Given the scale of the building, an illuminated sign could be overly dominant and set a precedent.

In summary, we consider illuminated signage would not be consistent with Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 in that it would not enhance the conservation area.

Conservation Architect: I have looked at the proposals for the fascia sign and the hanging signs. I note the Worthing Society's comments regarding illumination of the hanging sign, which as you say is incorrect.

There are plenty of examples of Gail's shop front signs in images on the internet, and based on the proposed drawings, I do not raise any objections to these works.

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM24
National Planning Policy Framework (MHCLG 2023)
Planning Practice Guidance
South Street Conservation Area Appraisal

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment

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”.

Policy DM24 states that “advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary. Internally illuminated signs will generally not be permitted.”

Amenity

The signs are located in a commercial area with a variety of existing fascia and hanging signage. The proposed fascia sign would sit within the existing fascia of the building. While it is considered that the fascia is currently large, it is of a similar scale to the neighbouring one and is considered to be acceptable. The fascia sign’s halo lighting is considered an appropriate solution for the conservation area. The hanging sign is of a similar scale and

design to others in the vicinity. The Worthing Society objection is noted but the hanging sign is not proposed to be illuminated.

The scale and design of the signs are appropriate for the context and do not adversely affect the conservation area.

Any residential premises nearby the site would not be adversely affected by the proposed signage due to the nature of the illumination.

Public Safety

Warwick St is a pedestrianised street and therefore the signs would not cause a distraction to highway traffic. The projecting sign is set adequately above ground level and the fascia sign does not project out from the building. There are no implications arising from the proposals from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. Remove existing lamps prior to installing hanging sign

Informative

1. Approved following discussion

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

Case Officer: Louise Prew Date: 30/08/2024

Authorised by: Jo Morin Date: 04.09.2024