Expiry Date - 06/11/2023

# Development Control – Delegated Officer Report

**Application Number: AWDM/1204/23** **Recommendation – APPROVE**

**Site:** **80 Montague Street Worthing West Sussex BN11 3HF**

**Proposal:** **Replacement shopfront signage of The Body Shop retail store.**

**Date of site visit:** 19/09/23

**Neighbours checked:** Y

**Additional neighbour notifications**: N

**Site and Surroundings**

The site is located on the north-western corner of the junction of Montague Street and Buckingham Road, within the pedestrian precinct and the Montague Street Conservation Area. The property is a Grade II listed building of two/three storeys high with modern extensions to the side and rear, light rendered elevations and a slate mansard roof. The building is in retail use occupied by The Body Shop.

The site is within the Montague Street Town Centre Character Area and Secondary Shopping Frontage Area.

**Proposal**

Advertisement Consent is sought to install replacement shopfront signage including fascia signs to the front and side and a projecting sign to the front.

The fascia sign to the front (south) measures 7.2m wide x 0.435m high x 0.025m deep, formed from non-illuminated Foamex CNC milled profile letters fixed direct to the fascia, featuring The Body Shop brand name and logo. The satin green RAL 6004 painted fascia remains as existing with letters and symbols in white RAL 9010.

The fascia sign to the side (east) would measure 4.58m wide x 0.5m high x 0.025m deep, finished to match the front fascia sign in materials, design, colour and text.

The projecting sign would measure 0.6m wide x 0.6m high x 0.1m deep, consisting of an aluminium double sided projecting sign with white vinyl letters/logos. Hanging sign panel to be satin green RAL 6004, letters and symbols to be white RAL 9010. The proposed sign would re-utilize the frame of the existing hanging sign and its black painted metal bracket attached to the building. The sign would be externally illuminated by an existing pair of overhead black metal lamps with static illumination to 500cd/m2.

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**Relevant Planning History:**

AWDM/1242/23 - Application for Listed Building Consent for Replacement shopfront signage of The Body Shop retail store – Pending Consideration

AWDM/0001/13 - Installation of a replacement double-sided externally illuminated hanging sign on front elevation at first floor level – Approved

05/0207/ADV - Installation of 3 sets of replacement non illuminated fascia letters and one replacement externally illuminated projecting sign at first floor level – Approved

05/0206/LBC - Application for Listed Building Consent for the installation of three sets of replacement non illuminated fascia letters and one replacement externally illuminated projecting sign at the first floor level (Revision to application WB/04/01294/LBC) - Approved

04/01294/LBC - Application for Listed Building Consent to replace existing signage with new externally illuminated signs, repaint/refinish existing timber shop front, re-finish/alter existing internal shop fitting equipment, redecorate walls, lay new floor covering and fit replacement suspended ceiling – Refused

04/01112/ADV - Installation of replacement externally illuminated fascia signs and externally illuminated projecting sign – Refused

04/01111/FULL - Alterations to shopfront – Refused

**Consultations:**

**The Worthing Society -** *The application involves a Grade II Listed Building within the Montague Street Conservation Area. I have discussed the proposal with our Heritage Team and we consider that the new signage will not involve a great deal of alteration, so will not be detrimental to the building. Therefore, I am pleased to advise you that we have no objection to this application.*

**Representations:**

None received

**Relevant Planning Policies**

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

**Planning Assessment**

The upgrading of signage is acceptable in principle subject to the key considerations of the effects on the listed building and conservation area, visual and residential amenity and public safety.

***Impact on Listed building, Conservation Area and Visual Amenity***

The need for advertisements and signage is entirely consistent with the function of the building, but should be respectful of its scale, proportions and architectural features which are of historic significance. The site is within a commercial setting where advertisements and signage, both illuminated and non-illuminated are prevalent. They make up the character of this locality contributing to its vibrancy and vitality.

The property is a grade II listed building therefore the primary consideration will be whether the proposed works are acceptable in terms of their impacts on the historic character and appearance of this heritage asset. Great weight is given to protecting the building from harm or loss that would affect its special interest and character.

The replacement fascia signage would be very similar to the existing signage in appearance, retaining the existing timber fascia and colour scheme and updating the brand text and logo. Visually there would be very little difference to the existing signage. There would be no alteration of the existing fascia other than for the proposed lettering and logos and there would be no harm to the fabric of the listed building or its special qualities.

The projecting sign is slightly smaller than the existing sign and would retain the existing metal bracket and fixings and the method of illumination. The same colour scheme would apply and the projecting sign would continue to be in keeping with the shop front as a whole, providing a cohesive appearance.

The proposed signage respects the character of the Montague Street Town Centre Character Area, conservation area and the Secondary Shopping Frontage Area. The signs would not appear obtrusive in the street scene or have any adverse impact on the visual amenities of the locality.

***Residential Amenity***

The area is predominantly commercial and any residential premises nearby the site would not be adversely affected by the proposed signage which does not include any additional illumination other than that which currently exists.

There would be no detrimental impact on residential amenity 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.

Montague Street is in a pedestrianized area and the signs would not cause a distraction to highway traffic. The projecting sign is a minimum of 3.93m above ground level and the fascia signs do 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**

**Informative**

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: Amanda Haslett Date: 01/11/23

Authorised by: Jo Morin Date: 02.11.2023