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Submitted via Planning Portal
Planning
Worthing Borough Council

11 July 2024

Our Ref: 7593

Dear Sir / Madam,

Application for Advertisement Consent – 16 Warwick Street, Worthing, BN11 3DJ

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an application seeking advertisement consent for the installation of signage at the above address in connection with its occupation by Gail's.

Application Site Context

The application site consists of the ground and first floor commercial units of the five storey building located at 16 Warwick Street, Worthing. This commercial floorspace is currently vacant, having most recently been occupied by Nonna's Kitchen (Use Class E). The building has frontage onto

The building forms part of a terrace with frontage onto Warwick Street, with almost all buildings on both sides of the street being four to five storeys in height and consisting of commercial units at ground floor level with a mix of commercial and residential uses above.

The building is not neither statutorily nor locally listed, however is located within the South Street Conservation Area. The site is located on the Secondary Frontage of Worthing Town Centre, and is also located within the Warwick Street / Brighton Road Town Centre Character Area.

Application Proposals and Heritage Considerations

Gail's are seeking advertisement consent for the following signage installations:

- 1 no. halo-lit fascia lettering sign, to be installed to the existing fascia;
- 1 no. non-illuminated hanging sign, to be installed above fascia level.

The proposed fascia lettering sign and hanging sign are of a high-quality finish, complimentary to the building's façade, and result in no change to the shopfront's existing structure or arrangement, thus ensuring the overall appearance of the site remains unaltered. With consideration to NPPF guidance relating to advertisement control (Paragraph 141), the proposed advertisement in terms of its scale and design will have no negligible impact on the interests of surrounding amenity or public safety. The proposals will also ensure complete compliance with Worthing Local Plan Policy DM6, which requires

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advertisements to respect the character and appearance of the surrounding area, and not to create a danger or hazard to public safety.

The site is located within South Street Conservation Area. As required by Worthing Local Plan Policy DM24, advertisements should respect the character, proportions and design of the building on which they are displayed, and use traditional materials where necessary.

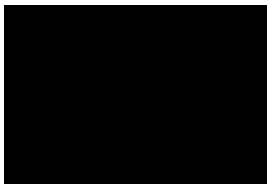
These proposals, seeking the installation of halo-lit fascia lettering and a hanging sign to the existing frontage are entirely in-keeping with both the sites previous history and its commercial surroundings, and will result in no alteration to the wider shopfront's existing structure or arrangement, and minimal change to the buildings overall appearance. The use of subtle halo-lit illumination would not be at odds with Policy DM24, which states that only interlay illuminated signs would generally not be permitted. To this end, these proposals will not result in the introduction of an advertisement feature that would cause harm to the Conservation Area, and therefore would demonstrate complete compliance with Policy DM24. Paragraph 203 of the NPPF, requiring local authorities to take account of the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, must also be considered in this instance, with the proposals contributing to the re-occupation of a vacant commercial unit.

In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £165.00
- Site Location Plan
- Existing & Proposed Elevations

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,



James Baker

Planner

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London

Enc.