THE WORTHING SOCIETY

[redacted]

FAO: Ms Rebekah Hincke
Case Officer
Planning Department
Town Hall
Chapel Road
Worthing BN11 1HA

21 May 2024
SB/SCM
Email: [redacted]

Dear [redacted]

WORTHING SOCIETY CONSULTATION RESPONSE

PLANNING APPLICATION: AWDM/0544/24 –
13 - 15 SOUTH STREET WORTHING WEST SUSSEX BN11 3AP

Installation of three vinyl graphics; one non-illuminated aluminium fascia panel and one internally-illuminated projecting sign.

Thank you for the opportunity of commenting on the aforementioned Planning Application. The building concerned is recorded on the Council's Local Interest List and is situated at a prominent corner site within the South Street Conservation Area. There are distinctive original leaded light windows with distinctive 'shield' features on the first floor on the east and south facing elevations. The building is directly opposite the elegant Royal Arcade, (also locally listed) and both buildings date from the inter-war period.

I have now had the opportunity to discuss the application with our Heritage Team and we have the following comments. The fascia sign projects, and is not flush. It is also made from aluminium not wood. In addition, the logo/sign is vinyl, not painted or sign-written. The internal sign, as proposed, is to be illuminated. In addition, the shopfront glass is no longer a window - it's another substantial advertising vinyl sticker covering the whole glass area. We consider the extent and style of the signage to be overbearing. It will detract from the proportions and the distinctive period windows of the host building. Another concern is that this extensive, somewhat garish signage will detract from the elegant appearance of the Royal Arcade which is an important feature of the CA and which is in close proximity. For your reference I have attached current photographs of both buildings

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In conclusion we consider the application is not consistent with the Planning (Listed Buildings & Conservation Areas) Act 1990 and should be refused.

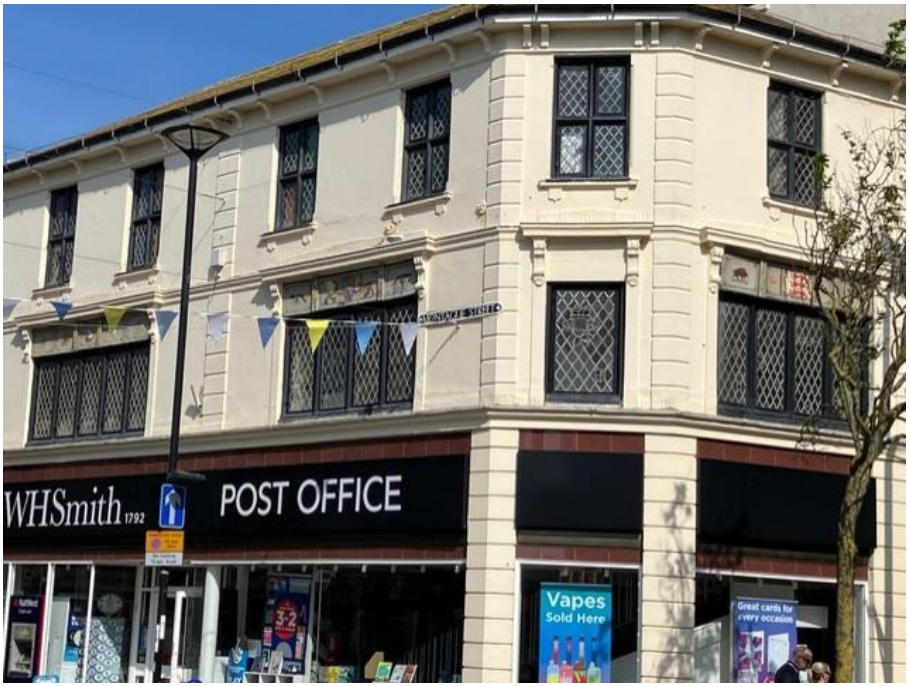
Yours sincerely,

[redacted]

cc: Conservation Officer, Adur & Worthing Council

Attached: Images of WH Smith building and the Royal Arcade frontage.

PHOTOGRAPHS



W H Smith building – 13-15 South Street, Worthing



Entrance/frontage of the Royal Arcade, Worthing