Development Management - Delegated Officer Report

Application Number: AWDM/0820/25 **Recommendation: Approve**

Site: **2 Field Place Parade, Worthing**

Proposal: **Externally illuminated fascia sign, internally illuminated projecting sign.**

Site visit: 09.09.2025

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site relates to a two-storey building located opposite Strand Parade roundabout, within an established shopping area in Worthing containing various businesses. At the time of visiting, the ground floor of the building, to which this application relates, is currently vacant and contains no existing signage. There are other ground floor retail uses within the surrounding area.

The property is not a listed building and is not located within a conservation area. There are no Tree Preservation Orders affecting the site. The site is located within a designated Medium Scale Local Centre.

Advertisement consent is sought for the display of an externally illuminated fascia sign, and an internally illuminated projecting sign.

The externally illuminated fascia sign will involve the replacement of the existing fascia sign. Upon visiting the site, the existing fascia sign had already been removed. The proposed fascia sign is to be within the same footprint as the existing. The sign will be lit by existing directional soffit lights.

The internally illuminated projecting sign will be to the left-hand side of the main fascia sign. It will contain the logo of the business and be lit by LED backlight projection.

A secondary interior LED backlit brand logo sign is also proposed, but this is to be inside the building as per the proposed ground floor plan.

Relevant site history

95/05777/ADV - INSTALLATION OF ONE INTERNALLY ILLUMINATED FASCIA SIGN AND ONE INTERNALLY ILLUMINATED PROJECTING SIGN
STATUS: Approved 19th December 1995.

01/00095/FULL – REPLACEMENT SHOP FRONT AND DOORS
STATUS: Approved 5th March 2001.

Consultations

None.

Representations

None received.

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the display of advertisements. The determining issues relate to public safety and impact on visual amenity.

The site is located within a designated Medium Scale Local Centre where there are other shopping uses in the surrounding area, which include fascia signs above each display window, many of which are illuminated.

The site is a traditional shopfront and has previously contained other fascia signs but is now vacant. The proposal would replace a similar fascia sign at the site that has recently been removed. The overall size of the sign and its positioning would be similar to the previous signage. There would be a distance in excess of 2.1m between the bottom edge of the signage and the pavement.

The lettering would be framed within the fascia and would appear to be reasonable and in proportion. The fascia sign would be lit by the existing soffit lights, and thus existing illumination is present on the site.

The logo is proposed on a separate projecting sign to the left-hand side of the main fascia sign. It will contain the logo of the business and be lit by LED backlight projection.

It is considered that the proposals would not cause any significant harm to visual amenity given the existing character of the surrounding area being that of a shopfront, many of which are illuminated.

There would be no adverse effect on public or highway safety or amenity.

Recommendation

APPROVE Subject to Conditions:-

1. Standard advertisement conditions 1-6
2. 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 advertisement consent 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:	Tom Westerman	Date:	30/09/2025
Authorised by:	Jo Morin	Date:	30.09.2025