

Development Management – Delegated Officer Report

Application Number: AWDM/0446/26 **Recommendation:** APPROVE

Site: 4 High Street Worthing West Sussex BN11 1NU

Proposal: Advertisement consent for the installation of one externally illuminated fascia sign.

Date of Site Visit: 16 June 2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is on the eastern side of High St, within Worthing town centre. The site contains a three-storey building with a commercial use at ground floor and residential above. The site is within Steyne Gardens Conservation Area.

Proposal

The proposal is for a fascia sign. It would be black with white lettering reading “BESPOKITCH Luxury Kitchens Tailored to You”. The sign has been altered during the application to have external lighting instead of internal illumination and reduced in height.

Relevant Planning History:

AWDM/0185/26 - Application for Certificate of Lawfulness for Existing Use of ground floor of 4-6 High Street for Use Class E(a) retail purposes.

STATUS: Application Permitted 26th March 2026.

Consultations

The Worthing Society: This stencil cut fascia sign would be acceptable/ Probably better than the existing. No objection.

Neighbour Representations

None

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (MHCLG 2026)
National Planning Practice Guidance

Planning Assessment:

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Policy DM6 (Public Realm) 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*”.

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity

The sign has been changed from internal illumination to external as internal illumination is not readily visible on nearby buildings. The reduction in height of the revised sign from 900mm to 730mm is also an improvement and would sit more comfortably within the fascia. Only one plan was provided regarding the updated sign. For the avoidance of doubt a condition will be included to grant consent for the dimensions of the revised signage only rather than the original dimensions as shown on the proposed elevation.

The illumination will be conditioned to be only illuminated during the hours the business is open.

The proposal is considered to preserve the appearance of the conservation area.

Public safety

The sign is set on the fascia and adequately above head height so will not obstruct movement nor distract drivers. There are no concerns related to public safety.

Recommendation:

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. Illumination only during the hours of operation
9. Dimensions as per revised plan

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

Case Officer: Louise Prew
Authorised by: Peter Barnett

Date: 18/09/2026
Date: 18 September 2026