Display and Advertisement Application
The Body Shop Retail Store
80 Montague St, Worthing, BN11 3HF

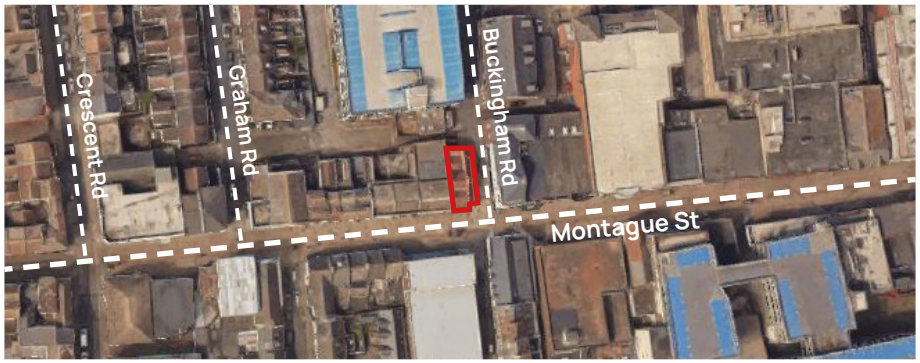
Heritage Statement

0.1 Introduction
The following Heritage Statement has been prepared by BDN Ltd to assist a Consent to Display and Advertisement application (Ref: AWDM/1204/23) for the replacement of shopfront signage of the grade II listed 80 Montague St which is currently retail store, The Body Shop.

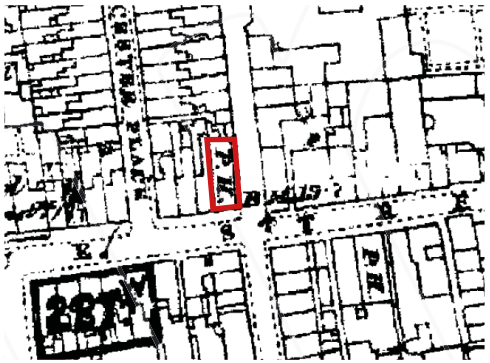
0.2 Current Use
The existing retail store, The Body Shop, is currently used for retail / sale of goods (not including hot food) Use Class (E(a)).

0.3 Proposed Use
The proposals within this application involve the like-for-like replacement of the existing fix-faced shopfront fascia signage and hanging signage on the front elevation of The Body Shop retail store.

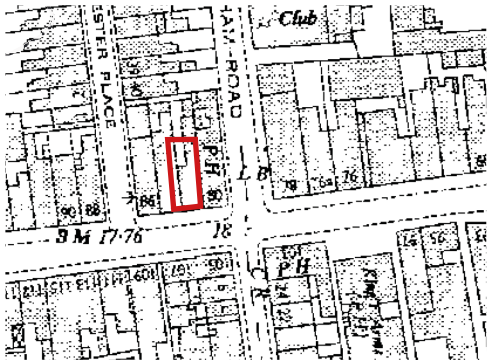
1.0 Location
The retail store is located on Montague Street, the southern area of Worthing town centre.



1.1 History
The property dates back to 1870s, where there has been little change to the building itself, however a modern car park was built behind the property during the late 20th century.



1870s



1950s

1.2 Site Images
The following Heritage Statement has been prepared by BDN Ltd to assist a Consent to Display and Advertisement application for the replacement of


View from Montague St

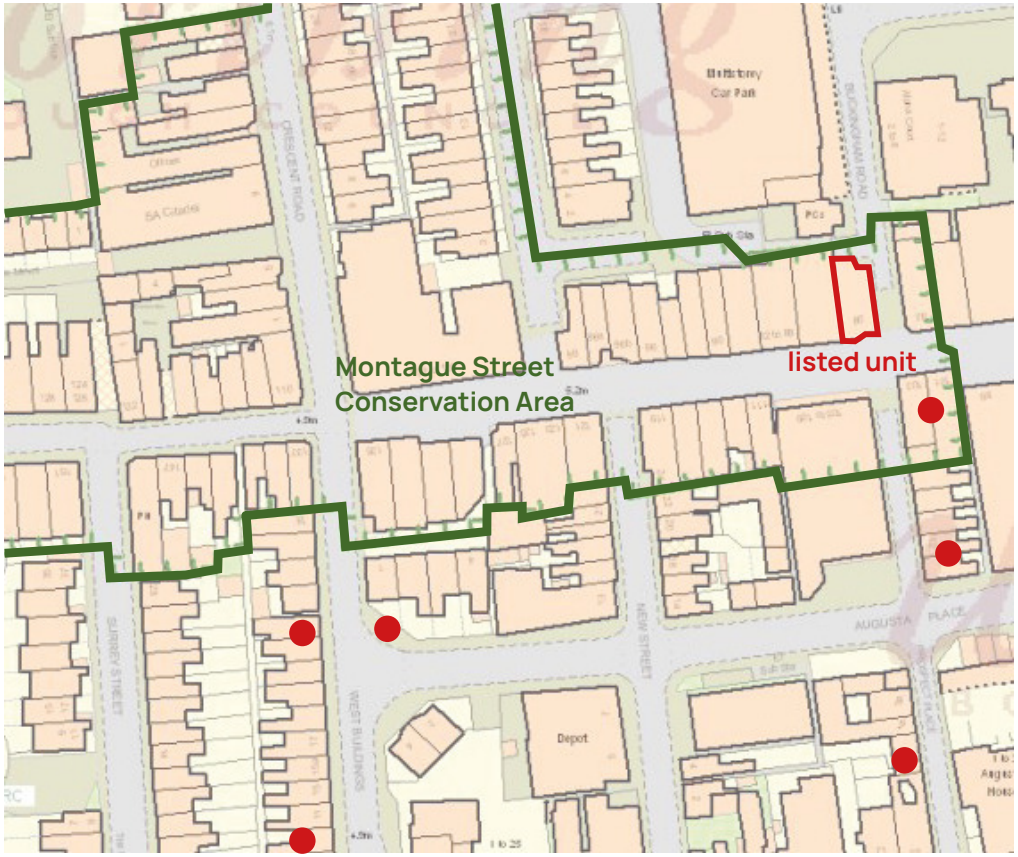


Front elevation


Side elevation

2.0 Local Heritage Assets

The retail unit, named as the former Buckingham Arms public house, is a grade II listed building (1250443), and is located within the boundary of the Montague Street Conservation Area. There are a number of listed buildings to the south of the retail unit, with only one of these being within the conservation boundary line, with the site also being approximately 200m north west of Worthing Pier.



Montague Street Conservation Area Map. Source: Worthing Council

2.1 Design Considerations

Currently the building shop frontage contains The Body Shop fascia signage fixed to the existing timber fascia and and The Body Shop hanging sign panel, which is fixed to the external wall as existing.

The proposals for this application are limited to new signage works involving a complete replacement of the existing fascia signage lettering and hanging panel signage, with no further intervention to the listed asset.

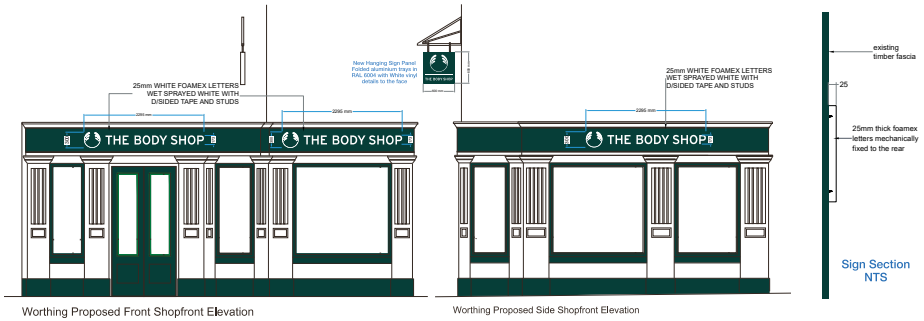


Image: Proposed retail unit replacement signage

3.0 Conclusion

This Heritage Statement is to accompany a Consent to Display and Advertisement application for the replacement of shopfront signage of the grade II listed 80 Montague St which is currently retail store, The Body Shop.

The proposals are to include no further intervention to the listed asset than to replace the existing fascia signage lettering and hanging panel signage.

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