Expiry Date - 07/01/2026
Extension of Time -

Development Management – Delegated Officer Report

Application Number: AWDM/1427/25 **Recommendation: – APPROVE**

Site: **55 - 57 Rowlands Road Worthing West Sussex BN11 3JN**

Proposal: **Retrospective application for the installation of 1 non-illuminated sign**

Date of Site Visit: 25/11/2025.

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site, 55-57 Rowlands Road, is situated along a street containing a mixture of retail/commercial and residential uses. The application site consists of a ground floor shop currently operating as a mini market/off licence. The shopfront is red and green in appearance and includes an ATM fitted within a solid panel on the left side of the entrance and large display posters in the remaining shop windows underneath the main fascia sign.

The site is identified as being located within a Medium Scale Local Centre (Rowlands Road).

The site is not a listed building and is not located within a conservation area. There are no Tree Preservation Orders affecting the site.

Proposal

Advertisement consent is sought for the retention of a non-illuminated sign positioned above the ATM.

It is constructed using DI-Bond and is black and green in colour. It is approximately 0.71m wide and 0.4m in height.

Relevant Planning History: No relevant planning history.

Consultations: None undertaken.

Neighbour 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.

Visual Amenity

The site is located within the town centre and lies within a designated Medium Scale Local Centre (Rowlands Road). The surrounding area contains a variety of shopfronts displaying fascia signage of differing styles and designs.

The proposed signage is modest in scale relative to the overall shopfront, being positioned solely above the ATM. It is neither brightly coloured nor illuminated. The lettering is neatly contained within the fascia and is considered to be appropriately sized and proportioned. As such, it does not appear visually intrusive, out of place, or out of character with the surrounding area.

Overall, the signage is considered appropriate and would not result in any adverse impact on visual amenity.

Public Safety

The signage is located within the site boundaries. It is not illuminated nor in a position where they will distract drivers or be an obstacle for pedestrians. The signage is considered to have no adverse impact on public safety.

Recommendation:

APPROVE subject to condition(s):-

1. Standard Advertisement Conditions 1-7

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 planning permission 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: 29/12/2025

Authorised by: Jo Morin Date: 21.01.2026