Development Management – Delegated Officer Report

Application Number: AWDM/1073/26 **Recommendation: APPROVE**

Site: **45 Warwick Street Worthing West Sussex BN11 3DQ**

Proposal: **Application for Listed Building Consent for installation of a non-illuminated sign written fascia sign, non illuminated replacement side elevation sign and internally applied stained-glass style vinyl window graphics.**

Application Number: AWDM/1082/26 **Recommendation: APPROVE**

Site: **45 Warwick Street Worthing West Sussex BN11 3DQ**

Proposal: **Advertisement Consent for installation of a non-illuminated sign written fascia sign, non-illuminated replacement side elevation sign and internally applied stained-glass style vinyl window graphics.**

Date of Site Visit: 01/10/26

Neighbours Checked: **Y**

Additional Neighbours Notified: **N**

Site and Surroundings

The site is on the northern side of Warwick St and contains a three storey (plus loft accommodation) building. The ground floor is in commercial use having previously been occupied by the estate agents, Winkworths. A bookshop has recently opened.

The site is within the South St Conservation Area. The building is Grade II listed with the following list entry:

House and shop. c1870 end of terrace building, altered c1905 by the addition of Jacobean and Georgian style features to the outside and tiled grocers shop to the interior. Stuccoed with slate roof. 3 storeys and attics. 1 window. Attic has curved pediment with scrolled sides. Parapet with end ball finials. Moulded cornice. Upper floors have giant composite pilasters 3 light canted bays with pilasters and glazing bars to the top half of the windows only. Ground floor has projecting shop front having cornice with ovolo moulding and early C20 gilt lettering with the words "LEAL & SON". 3 granite pilasters with composite type capitals with female mask, the upper part fluted. Wide round-headed shop front with elaborate keystone and decorated spandrels. Left side has decorative panel and arched doorcase with ovolo moulding keystone and scrolled spandrels. Fanlight and late C20 door. Interior has mid C19 staircase to upper floors with stick balusters (some missing) mahogany handrail and column-shaped newel posts. Reeded architraves to 1st floor door and 6 panelled door. Ground floor shop of c1905 has ceiling divided into squares by wooden divisions and RSJ with large brackets. 2 partially fluted pilasters to rear of shop and cornice with swags. Right side and rear wall have early C20 tiling predominantly tall yellow panels with blue, grey and green borders. The top has grey panels with floral tiled surround.

Proposal

The proposal relates to the following signage:

- Hand painted fascia sign reading “Tilly’s Bookshop” with a stack of books
- Eastern side powder coated aluminium signtray with the words “Tilly’s Bookshop. Come on in. Take your time. Independent bookshop”
- Internally applied coloured vinyls to front door and front window

Relevant Planning History:
95/05838/LBC - APPLICATION FOR LISTED BUILDING CONSENT FOR THE INSTALLATION OF AN EXTERNALLY ILLUMINATED PROJECTING SIGN
STATUS: Application Refused 17th October 1995.

95/05839/ADV - INSTALLATION OF EXTERNALLY ILLUMINATED PROJECTING SIGN
STATUS: Application Refused 17th October 1995.

AWDM/0861/11 - 1 no. non-illuminated fascia sign and 1 no. non-illuminated hanging sign.
STATUS: Application Returned .

PREAPP/0117/26 – Request for advice regarding signage

Consultations
Conservation officer**:** [Advice was sought at pre-application stage and the proposals are in line with the advice given]

The National Amenities Societies: No response

The Worthing Society: In summary the Society does not object to the proposals.

Neighbour Representations

None

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM24
National Planning Policy Framework (MHCLG 2026)
National Planning Practice Guidance

Planning Assessment:

Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when considering whether to grant listed building consent, to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when considering whether to grant planning permission, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when exercising planning functions, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area."

The LPA's duties are reinforced within section 20 of the NPPF which states "*Heritage assets are an irreplaceable resource… These assets should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations"*

As such, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Other elements held within Section 20 will also be considered.

Policy DM24 of the Worthing Local Plan states that Listed Building consent will only be granted provided that the appearance, significance, or historic character of the Listed Building is not adversely affected. It also states that advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary.

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. Policy DM6 also applies.

Amenity and impact on listed building

The painted fascia sign is appropriate and preserves the appearance of the listed building.

The stained-glass style vinyls are acceptable as they are applied internally, and let light through. These preserve the appearance of the listed building and conservation area and can be removed without causing harm to the listed building.

The proposed side signage is not ideal as it results in signage on a side elevation outside of the traditional fascia. However, it is recognised that it is located on a less sensitive façade and the previous business had a sign here. The scale is fairly modest and non-illuminated and preserves the appearance of the listed building and conservation area.

Public safety

The signs do not project forward of the building line to obstruct pedestrian movement. There are no vehicular safety concerns as the street is pedestrianised.

Recommendation:

APPROVE listed building consent subject to condition(s):-

1. Drawing Numbers
2. Listed building time limit

APPROVE advertisement consent subject to condition(s):-

1-6 Standard conditions
7. 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 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: Louise Prew Date: 17/11/2026

Authorised by: Jo Morin Date: 17.11.2026