Expiry Date - 05/06/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0481/25 **Recommendation – APPROVE**

Site: **13 - 15 Goring Road Worthing West Sussex BN12 4AP**

Proposal: **Illuminated digital display screen positioned inside the store advertising deals, produce etc.**

Date of site visit: 25/04/25

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located to the south side of Goring Road within the Goring Road District Centre and is occupied by the Co-op at ground floor. The property comprises a mid-terrace, three storey building with brick elevations to the upper floors, shopfront to the ground floor and a parapet with pitched roof behind to the frontage. There is a deep concrete canopy protrusion at the top of the ground floor, adjoining the building to the east side (at ground floor) and protruding over the pavement area by some 3 metres.

There is a service road and parking directly to the front (north) of the retail units and adjacent to that is the A259. The property is in a mixed use area of retail and commercial property at ground floor and residential flats above. The property is not within a conservation area, is not a listed building and there are no protected trees on site.

Proposal

Advertisement Consent is sought for the installation of a digital display screen within the store, positioned behind the shop window (facing out) and for the purpose of advertising.

The display screen will measure 556mm wide x 968mm high x 76mm deep mounted on a frame of 1800mm high, constructed from aluminium, Perspex and glass. The display will be internally illuminated to 700 cd/m^2 intermittent illumination (brightness will vary dependant on the image displayed, CDM above is the maximum illumination).

Relevant Planning History:

AWDM/1878/16 - Advertisement Consent for replacement signage including internally illuminated fascia sign and internally illuminated projecting sign to shop frontage – Approved

AWDM/1859/16 - Extension of timber fencing and erection of timber gate with new palisade fencing and gate on Brooklyn Avenue frontage. Replacement shopfront. Five new air conditioning units at first floor (four replaced) and new condenser unit at first floor. New freezer in rear yard - Approved

Consultations:

None required

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 proposed advertisements which will be considered on their effect on public safety, visual and residential amenity.

Policy DM6 of the Worthing Local Plan 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".*

Visual Amenity

The proposed digital display would be positioned inside the retail shop, behind the glass and facing out to the pavement and would appear as part of the existing shopfront advertising. The shopfront is beneath a concrete canopy that extends out over the pavement preventing views from above.

The display would not appear cluttered or out of character with the retail use of the premises and the illumination is considered acceptable in context with this use.

The proposed signage would not appear out of keeping in context with the commercial nature of the street scene and would not have any detrimental impact on the character of the area or the visual amenities of the locality.

Residential Amenity

The most affected neighbours would be those occupying the flats above the commercial properties and those opposite the site.

The existing canopy would prevent all views of the display from the flats above. Residential properties opposite the site would be approximately 30m from the

proposed display and separated by the main road and would not suffer any loss of amenity from the proposed digital display located inside the shop, at ground floor.

There would be no detrimental impact on residential amenity as a result of this application.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and/or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The display is located within the shop and there are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

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: Amanda Haslett Date: 04/06/25

Authorised by: Peter Barnett Date: 4 June 2025