Development Management - Delegated Officer Report

Application Number: AWDM/0544/24 **Recommendation: Approve**

Site: **13-15 South Street, Worthing**

Proposal: **Display of one non-illuminated fascia sign**

Site visit: 18.06.2024

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site relates to the ground floor shop on this corner building on the west side of South Street at its junction with Montague Street. It has shopfronts to the east and south elevations. The site is within the South Street Conservation Area and is identified as a local interest building.

There are existing black fascia panels set above each shopfront window section with white 'WH Smith' and 'Post Office' lettering included on the larger east and west fascia. The application has been revised and proposes white 'Toys R Us' lettering to be applied onto the existing black fascia panel on the east elevation. The maximum area of lettering would be 2302mm in width by 60mm in height. This is at the left had side of the South Street elevation.

This replaces proposals for a new white fascia panel with multi-coloured lettering as originally proposed. As originally submitted the application also included a projecting sign to the south elevation and three vinyl graphics applied to cover sections of the shopfront windows but these elements have now been deleted from the application.

Relevant site history

01/00225/FULL - Installation of replacement entrance doors on east elevation (Retrospective)
STATUS: CON 23rd April 2001.

90/05599/FULL - ALTERATIONS TO SHOPFRONT
STATUS: CCN 16th July 1990.

90/05600/ADV - INSTALLATION OF VARIOUS INTERNALLY ILLUMINATED FASCIA SIGNS
STATUS: CCN 16th July 1990.

91/05751/ADV - EXTERNAL ILLUMINATION OF TWO EXISTING HANGING SIGNS
STATUS: CCN 26th September 1991.

99/00094/ADV - Installation of two externally-illuminated projecting signs and two non-illuminated fascia signs
STATUS: SDCCN 8th March 1999.

99/00457/ADV - Installation of two non illuminated fascia signs
STATUS: ADC 5th July 1999.

05/0341/FULL - Installation of an Automatic Telling Machine to Montague Street elevation.
STATUS: CCN 24th May 2005.

05/0805/ADV - Installation of an ATM with an illuminated advertisement
STATUS: ADC 29th September 2005.

AWDM/1673/16 - Internally illuminated ATM surround
STATUS: APP 29th March 2017.

AWDM/0135/19 - Installation of 2 internally illuminated fascia signs and 2 internally illuminated hanging signs.
STATUS: REF 25th March 2019.

AWDM/1595/19 - 2no. internally illuminated fascia signs and 2 no. internally illuminated hanging signs to south and east elevations.
STATUS: APP 16th January 2020.

Consultations

Worthing Society has commented as follows:

Thank you for the opportunity of commenting on the aforementioned Planning Application. The building concerned is recorded on the Council's Local Interest List and is situated at a prominent corner site within the South Street Conservation Area. There are distinctive original leaded light windows with distinctive 'shield' features on the first floor on the east and south facing elevations. The building is directly opposite the elegant Royal Arcade, (also locally listed) and both buildings date from the inter-war period. I have now had the opportunity to discuss the application with our Heritage Team and we have the following comments. The fascia sign projects, and is not flush. It is also made from aluminium not wood. In addition, the logo/sign is vinyl, not painted or sign-written. The internal sign, as proposed, is to be illuminated. In addition, the shopfront glass is no longer a window - it's another substantial advertising vinyl sticker covering the whole glass area. We consider the extent and style of the signage to be overbearing. It will detract from the proportions and the distinctive period windows of the host building. Another concern is that this extensive, somewhat garish signage will detract from the elegant appearance of the Royal Arcade which is an important feature of the CA and which is in close proximity. For your reference I have attached current photographs of both buildings

In conclusion we consider the application is not consistent with the Planning (Listed Buildings & Conservation Areas) Act 1990 and should be refused.

Representations
None received

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (DLUHC 2023)
National Planning Practice Guidance
South Street Conservation Area Appraisal

Planning Assessment

There is no objection in principle to the display of advertisement. The determining issues relate to public safety and impact on visual amenity.

The building is identified as a local interest building due to its contribution to the historical character and appearance of the conservation area and needs to be considered in relation to the impact on the heritage asset under the NPPF and local plan policies.

The previously approved 'WHSmith' and 'Post Office' fascia signs were carefully negotiated in relation to application AWDM/1595/19 in terms of their size, colour scheme and relationship to architectural features of the recipient building including the upper floors. However, it is noted that the existing sign lettering at the site is now larger than that previously approved and so is not framed below the first floor windows to the same extent as the approval, but nevertheless appears reasonable in relation to the shopfront.

As originally submitted the application proposed to replace one of the smaller black fascia panels with a white and multi-coloured lettering non-illuminated aluminium panel on the east elevation. Following concerns that this would be a retrograde step over the black panels that provide a sense of uniformity currently and that the size of lettering would appear excessive, the applicant has agreed to amend the fascia sign proposals and now proposes to utilise the existing previously approved panel and apply white vinyl lettering to this black fascia background and the size of lettering has also been reduced to allow for a wider frame of black background which better relates to the proportions of the shopfront and window above. No illumination is proposed. Although the lettering is bold in its font and amounts to a large amount of white colouring, the overall monochrome palette appears reasonably sympathetic and retains some sense of uniformity in the context of the other signage and would not be illuminated. The projecting sign and three window vinyl signs have been deleted from the proposals. As such there would be no significant harm the local interest building or to the visual amenities of the site and wider conservation area.

The proposed fascia sign utilises the existing fascia panel attached to the building at a high level above the shopfront where it causes no obstruction, and no illumination is proposed. There would be no adverse effect on public or highway safety or amenity.

Recommendation

APPROVE Subject to Conditions:-

1. Standard advertisement conditions 1-7

Informative:

- The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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? Y

Case Officer: Rebekah Hincke Date: 10.07.2024

Authorised by: Louise Prew Date: 10/07/2024