Development Management – Delegated Officer Report

Application Number: AWDM/0588/25 Recommendation: APPROVE

Site: Guildbourne House Chatsworth Road Worthing West Sussex

Proposal: 2no. marketing banners for office space to let to East and West of entrance off Chatsworth Road

Date of Site Visit: 20 May 2025

Neighbours Checked: Y

Additional neighbour notification: N

Site and Surroundings

The site relates to a seven storey office building with its entrance on Chatsworth Road. The office was formerly occupied by Environment Agency and is now in the process of being re-let. The area is largely commercial in nature although there are some residential houses on Chatsworth Road to the north-west of the site.

The site is within Worthing Town Centre (Chapel Road South character area) and within a key office location (Chatsworth Road).

The site is not within a conservation area and does not contain a listed building. Chapel Road Conservation Area is located to the west of the site.

Proposal

The proposal is for two large marketing banners to be located either side of the entrance to advertise the office space to let. The banners would be 8m x 4m and 2.2m x 9m.

Planning history

AWDM/0554/25: Removal of existing entrance canopy and new entrance door installation. Pending consideration

Representations:

None

Relevant Planning Policies

Worthing Local Plan 2023: Policies DM5, DM6
County Highways Internal Guidance Note Illuminated Adverts Standing Advice (March 2025)
National Planning Policy Framework (December 2024)

Planning Assessment

Principle
In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 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”.

Amenity
The proposed signs are large in scale and will be visible in views along Chatsworth Road. However, they are temporary and will only be in situ for the time required to let the building. A condition of 18 months has been agreed with the applicant.

Public Safety
The signage is located within the site boundaries. They are not illuminated nor in positions 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 Conditions:-

1-5 Standard advertisement conditions
6. Approved plans
7. The signs are only permitted for 18 months and then must be removed in their entirety or once let, whichever is sooner

Is recommendation contrary to letter(s) of representation? N

1. Approved without amendment

Case Officer: Louise Prew Date: 17/06/2025

Authorised by: Peter Barnett Date: 17 June 2025