Development Management - Delegated Officer Report

Application Number: AWDM/0805/25 **Recommendation: Approve**

Site: **64B Chapel Road, Worthing**

Proposal: **Advertisement consent for new fascia sign**

Site visit: 29.07.2025

Neighbours checked: Y

Additional neighbour notifications: N Site notice posted 29.07.2025

Proposal, Site and Surroundings

The application site relates to a three-storey building located on the east side of Chapel Road within the town centre. The ground floor of the building has been in use as book/gift shop and is currently undergoing refurbishment internally at the time of visiting. There are other ground floor retail uses within the block to the south. To the north of the site is Worthing Tabernacle Church which is a grade II listed building.

The site is within the Chapel Road Conservation Area and is within the Chapel Road Cultural and Civic Quarter Character Area as identified in the local plan.

Advertisement consent is sought for the display of a non-illuminated 5.34m by 0.65m fascia sign. Individual fret cut fascia lettering and logo would be applied to a 50mm deep powder coated aluminium cream coloured sign tray (RAL 1015 Light Ivory) and made up of 5mm deep individual green Perspex letters and logo on 19mm raised fixings.

Relevant site history

98/05106/FULL - EXTERNAL ALTERATIONS TO NORTH, SOUTH AND EAST ELEVATIONS
STATUS: CCN 30th June 1998.

99/00152/FULL - Change of use of bedroom at second floor level to office
STATUS: CCN 29th March 1999.

AWDM/1584/22 - Application for a Certificate of Lawfulness for a Proposed change of use from gift shop to a coffee shop with a small area of retail for sale of gift products.
STATUS: WDN 29th March 2023.

AWDM/0508/23 - Proposed Change of Use to convert the ground floor from a gift shop into a cafe and the first floor from offices to a two bedroom flat and to turn 64B Chapel Road from a coffee shop into office space.
STATUS: APP 6th June 2023.

Consultations
None

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.

The site is within the town centre, to the north of the town centre shopping areas, and where there are other shopping uses within the block which include fascia signs above each display window. The site has a traditional shopfront and this proposal would replace a similar fascia sign at the site that has been recently removed. The overall size of the sign and positioning would be similar to the previous signage and positioned where it would not cause any obstruction. The lettering and logo would be framed within the fascia and would appear to be reasonable and in proportion. No illumination is proposed. It is considered that the proposals would not cause any significant harm to visual amenity or to the conservation or setting or the listed building to the north.

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 assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant advertisement consent 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: Rebekah Hincke Date: 01.09.2025

Authorised by: Jo Morin Date: 01.09.2025