Development Management - Delegated Officer Report

Application Number: AWDM/1106/24 **Recommendation: Approve**

Site: **74A Montague Street, Worthing**

Proposal: **Display of one internally illuminated fascia sign and one internally illuminated projecting sign**

Site visit: 15.10.2024

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site relates to a three storey building located on the north side of Montague Street within the town centre. The application relates to the ground floor which is a vacant shop unit. There are two other shop units within the same building with differing shopfront designs. No.74 has a modern aluminium framed shopfront and white fascia panel positioned between simple brick pilasters at either side and with the main entrance positioned off-centre within the shopfront.

The site is within the Primary Shopping Frontage Area within the town centre. It is not within the Conservation Area. The boundary of the Montague Street Conservation Area lies to the west of the site beyond No.76 on this side of Montague Street.

Permission is sought for the display of one internally illuminated fascia sign and one internally illuminated projecting sign.

The fascia sign would measure approximately 5.71 metres in width, 0.91 metres in height and 0.1 metres in depth. It would comprise of a grey-white powder coated fascia panel with raised clear acrylic letters with black faces. The lettering would be back lit with internal LED lighting to form a halo effect emitting from the clear sides.

The projecting sign would measure 0.6m in width, 0.6m in height and 0.06m in depth. It would have individual black lettering with clear sides against a grey-white background. The lettering would be backlit as a halo effect as above.

The level of illuminance for each sign would be 225 cd/m2.

Relevant site history

95/05481/ADV - INSTALLATION OF ONE INTERNALLY ILLUMINATED FASCIA SIGN AND ONE PROJECTING SIGN WITH LETTER ILLUMINATION ONLY
STATUS: CCN 12th September 1995.

99/00500/FULL - Installation of a new shop front
STATUS: CCN 26th July 1999.

99/00525/ADV - Installation of internally illuminated fascia sign and internally illuminated projecting box sign
STATUS: REF 26th July 1999.

99/00604/FULL - Installation of new shop front and external air condition unit to rear
STATUS: CCN 31st August 1999.

99/00721/ADV - Installation of one non-illuminated hanging sign and revised internally illuminated fascia sign
STATUS: ADC 27th September 1999.

06/0689/FULL - Installation of powder coated aluminium shop front and entrance doors.
STATUS: REF 14th August 2006.
Appeal Allowed ref: APP/M3835/C/06/2028160

06/0695/ADV - Installation of an internally illuminated fascia sign and an internally illuminated projecting box sign.
STATUS: REF 14th August 2006.

07/1021/FULL - Use of land for the provision of outdoor seating in connection with the ancillary coffee shop use of no. 74A Montague Street
STATUS: REF 16th October 2007.

09/0865/ADV - Installation of internally illuminated fascia sign and projecting box sign. (Retrospective)
STATUS: ADC 25th November 2009.

AWDM/0156/17 - Retention of replacement fascia sign and projecting sign to front (south) elevation for 'Yours' both with internally illuminated halo letters only (retrospective).
STATUS: APP 7th August 2018.

AWDM/1105/24 - Shopfitting including new shopfront, security shutter and awning
STATUS: PCO.

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.

This is a primary shopping area within the town centre and is not within the conservation area. The overall size of the signs and positioning would be similar to the existing signage at the site which it would replace and where they would not cause any obstruction. Having regard to the size of lettering, colour scheme and illumination, the proposals would not cause any significant harm to visual amenity in this location. The level of illumination can be controlled by condition in the interests of protecting visual amenity.

There would be no adverse effect on public or highway safety or amenity.

Recommendation

APPROVE Subject to Conditions:-

1. Standard advertisement conditions 1-7
2. Level of illumination limited to 250cd/m2

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: 08.01.2025

Authorised by: Louise Prew Date: 10/01/2025