Expiry Date – 14/03/2024

Development Control – Delegated Officer Report

Application Number: AWDM/0076/24 (Advert) and AWDM/0077/24 (Listed building consent) **Recommendation – APPROVE**

Site: **22 Montague Street, Worthing, West Sussex BN11 3HA**

Proposal: **New awning to shopfront, New signage: projecting sign and internally illuminated fascia sign (Advert consent)**

Application for Listed Building consent for New awning to shopfront, New signage: projecting sign and internally illuminated fascia sign (Listed building consent)

Date of site visit: 24/01/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the northern side of Montague St, within the pedestrian precinct and the South Street Conservation Area. The site contains a Grade II listed building with the following from the listing:

"Early C19. 3 storeys. Stucco-fronted. 4 equally-spaced Ionic pilasters with vigorous finely moulded capitals on upper storeys, the bases masked by the top of the modern shopfront on the ground floor. 3 sash windows (those of the top floor with glazing bars). Parapet above cornice of the entablature. 2-span tiled roof."

The site is within the South Street Town Centre Character Area and Primary Shopping Frontage.

Proposal

Advertisement consent and listed building consent are sought to install an internally illuminated fascia sign, a projecting sign and canvas awning.

Full application AWDM/1722/22 granted on 13 Oct 2023 permitted the shopfront changes

Relevant Planning History:

AWDM/0823/22: Change of use of part of 22 Montague Street from retail (Use Class E) to 6 No. residential flats (Use Class C3) and associated works including new windows to side return and new terrace. Withdrawn

AWDM/0824/22: Application for Listed Building Consent for Change of use of part of 22 Montague Street from retail (Use Class E) to 6 No. residential flats (Use Class C3) and associated works including new windows to side return and new terrace Withdrawn

AWDM/1388/22: Installation of a new extraction flue route to serve the ground floor Class E unit. Withdrawn

AWDM/1389/22: Application for Listed Building Consent for Installation of a new extraction flue route to serve the ground floor Class E unit. Withdrawn

AWDM/1712/22: Installation of a new extraction flue and new coffee flue route to serve the ground floor Class E unit. (Resubmission of AWDM/1388/22). Application permitted 12 Jan 2023

AWDM/1713/22: Application for Listed Building Consent for Installation of a new extraction flue and new coffee flue route to serve the ground floor Class E unit. (Resubmission of AWDM/1389/22)
Application permitted 12 Jan 2023

AWDM/1722/22: Change of use of part of 22 Montague Street from retail (Use Class E) to 5 No. residential flats (Use Class C3) and associated works including new windows to side return and new terrace. (Resubmission of AWDM/0823/22).
Application permitted 13 Oct 2023

AWDM/1723/22: Application for Listed Building Consent for Change of use of part of 22 Montague Street from retail (Use Class E) to 5 No. residential flats (Use Class C3) and associated works including new windows to side return and new terrace (Resubmission of AWDM/0824/22)
Application permitted 13 Oct 2023

Consultations:

The Worthing Society

We appreciate the revised drawings and the sketch showing the awning, as extended. The view of the street-scene is particularly helpful and we thank the architect for providing this image.
This is a significant Listed Building in the South Street Conservation Area and we felt it was important to ensure that the awning was appropriate and in proportion.
I have discussed the revised drawings and sketch with our Heritage Team and I am pleased to advise you that we have no objection to the proposed awning.

Conservation architect: The shopfront is of no real historic interest, unlike the rest of the street elevation. So in principle I would have no objection to a traditional type of awning, using canvas material. However, the drawings show the cassette mechanism mounted on top of the fascia. If you look at the building you will note the pilasters project from the face of the wall. Any box added here will therefore be pushed forward (with possible weathering issues behind), and will also narrow the gap to the first floor window sills. The dark grey box also adds to the apparent depth and proportion of the fascia signage.

The answer may be to integrate it into the top part of the fascia if possible, leaving the proportions of the elevation above intact.

Officer response: Alterations have been made to the plans and there are no further comments.

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM24
National Planning Policy Framework (HCLG 2023)
Planning Practice Guidance
South Street Conservation Area Appraisal

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment

Listed building consent

The installation of signage is acceptable in principle subject to the key considerations of the effects on the listed building and conservation area, visual and residential amenity and public safety.

Impact on listed building, conservation area and visual amenity

The need for advertisements and signage is consistent with the function of the building, but should be respectful of its scale, proportions and architectural features which are of historic significance. The site is within a commercial setting where advertisements and signage, both illuminated and non-illuminated are prevalent. They make up the character of this locality contributing to its vibrancy and vitality.

The property is a grade II listed building therefore the primary consideration will be whether the proposed works are acceptable in terms of their impacts on the historic character and appearance of this heritage asset. Great weight is given

to protecting the building from harm or loss that would affect its special interest and character.

The fascia sign and awning box have been reduced in height during the course of the application to ensure there is adequate separation between the windows at first floor and the signage. The fascia and awning box are of an appropriate scale and design and are not considered to harm the listed building or conservation area. The awning will be made of canvas which is considered to be a traditional material appropriate for the conservation area.

The projecting sign is similar in scale and design to other signs within the locality and is considered acceptable for its context.

Advertisement consent
A local planning authority shall exercise its powers in the interests of amenity and public safety.

Amenity

As noted above, the signs are located in a commercial area with a variety of existing signage. The scale, illumination level and design of the signs and awning are appropriate for the context and do not adversely affect the listed building or conservation area.

Any residential premises nearby the site would not be adversely affected by the proposed signage as the surrounding area has a variety of illuminated signage. The proposed signage would not have a cumulative impact to a level that would harm amenity.

Public Safety

Montague Street is in a pedestrianised area and therefore the signs would not cause a distraction to highway traffic. The projecting sign is set adequately above ground level and the fascia signs do not project out from the building. There are no implications arising from the proposals from a public or highway safety perspective.

Recommendation

Advert consent

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Listed building consent

APPROVE subject to Conditions

Expiry Date – 14/03/2024

1. **Approved plans**

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? N

Case Officer: Louise Prew Date: 26/02/2024

Authorised by: Gary Peck Date: 26 February 2024