THE WORTHING SOCIETY

[redacted]

[redacted]
Planning Officer
Adur and Worthing Councils
Town Hall
Worthing
BN11 1HA

1 February 2025

[redacted]

Dear [redacted]

WORTHING SOCIETY CONSULTATION RESPONSE

AWDM/1601/24 | 38 - 42 PORTLAND ROAD, WORTHING, WEST SUSSEX, BN11 1QN

Display of 3 x internally illuminated fascia signs

Thank you for requesting our comments in respect of the above planning application. The building is located in a character area of the South Street Conservation Area opposite Portland Square. I have now had the opportunity to discuss the proposal with our Heritage Team and we have the following comments:

- This is a relatively large double-fronted premises and the applicant has selected a rather dominant colour scheme.

- In view of the fact that the shop occupies a large part of the 'street-scene' on the east side, we suggest that only the central "AYDO" sign or just the "INTERNATIONAL SUPERMARKET" sign should be illuminated.

- Alternatively just the intensity of the illumination is reduced on the "INTERNATIONAL SUPERMARKET" signage so that it will not be so prominent.

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In summary we object to the proposal in its present form as the signage would make the building's shopfront appear dominant in relation to the neighbouring properties and would not enhance this part of the conservation area.

Yours sincerely,

[redacted]

[redacted]

Cc: [redacted], Design & Conservation Architect, Adur & Worthing Councils

Cc: [redacted] BSc(Econ), DipTP, MRTPI (Retd) - Worthing Society Heritage Team