Expiry Date - 06/02/2025

Development Control – Delegated Officer Report

Application Number: AWDM/1601/24 Recommendation – APPROVE

Site: 38 - 42 Portland Road Worthing West Sussex BN11 1QN

Proposal: Display of 3x internally illuminated fascia signs

Date of site visit: Site Notice Displayed 03/12/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings
The site is located to the east side of Portland Road within the Worthing Town Centre and Secondary Central Shopping Area. There is with a mix of commercial uses nearby including restaurants and bars, intermixed with residential uses. The adjacent property to the north at No.44 is a café and at No.30 to 36, to the south, a charity shop. This is separated from the application site by an under-croft side access that provides pedestrian access to Field Row at the rear. There is no external curtilage to the site.

The site lies within the South Street Conservation Area, which specifically includes Nos.38 – 44 and not the buildings within Portland Road to the north or south of these. The site backs onto the properties on the west side of Liverpool Terrace which are all Listed Buildings.

The property to which the application relates comprises of a ground floor retail unit within a 3 storey building. The unit is currently vacant but was previously occupied by a grocery store/deli. The upper floors of the building are occupied as residential flats. The new occupiers are 'AYDO', an independent international grocery store.

Proposal
Advertisement Consent is sought for new signage comprising of:

Display of 3x internally illuminated fascia signs measuring 0.6m in height, 0.06m in depth and with a width of 2.5m.

Relevant Planning History:
AWDM/1765/20 - Installation of 2 x individually illuminated and cut lettering fascia signs with text 'SUPERMARKET REBELS' mounted to left and right hand fascias; 1 x internally illuminated logo sign with text 'HISBE' mounted to central fascia; 2 x projecting signs with text 'HISBE' mounted to masonry pillars at the far left and right of the shopfront. Approved 08/01/2021 (Not implemented)

AWDM/1764/20 - Refurbishment and re-painting of the existing green timber framed windows and doors, green tiled stall risers and magnolia masonry pillars to the principal shopfront and side elevation in 'Spellbinder' blue and addition of Victorian style awnings to the principal shopfront elevation – Approved 08/01/2021 (Not implemented)

AWDM/1191/19 - Change of Use from A1 (Retail) to A3, A4 and A5 (Mixed Use) to also include 2no. Karaoke rooms – Refused

AWDM/0154/19 - Change of use from shop (use Class A1) to restaurant/cafe (Use Class A3) with no primary cooking – Approved (Not implemented)

08/1074/FULL - Installation of new shopfronts - Refused

Consultations:

Worthing Society – 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.

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.

Representations:
None received

Relevant Planning Policies
Worthing Local Plan (2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (2024)
National Planning Practice Guidance
South Street Conservation Area Appraisal

Planning Assessment
The upgrading of signage is acceptable in principle subject to the assessment of amenity and public safety.

Amenity
The property is prominently sited within the Town Centre and located within a mixed use area in the South Street Conservation Area. There is a wide variety

of signage at surrounding commercial properties including internally illuminated signs. The signage for the previous occupier has already been removed. The previous permission on the site allows for illuminated signage on this property. As such it is considered that there is a precedent already set.

The proposed signs are not considered to result in excessive clutter or detract from the character of the existing building. The signs have low levels of illumination at 100cdm2 and would not appear garish or out of keeping with the street scene. To ensure that the illumination is not too garish the lighting will be conditioned to be static and not intermittent. This would ensure that the signage does not dominate or detract from the conservation area setting.

Whilst the Worthing Society has raised concerns over the levels of illumination. Within the locality illumination to 100cdm2 is not considered to be out of character. This level of static illumination is common place within the town centre. Therefore, the levels of illumination are not considered to dominate the street scene and would be acceptable in this situation. Whilst the shop itself is a dominant building due to its size the shop front is not part of this application and only the advertising is considered.

The proposed advertisements are not considered to have any detrimental impact on the character of the conservation area or the visual amenities of the street scene.

The low levels of illumination and the position of the signs at ground floor level would not have a detrimental impact on the residential amenities of adjacent occupiers.

Public Safety
The factors relevant to public safety include such matters as the safety of persons using any highway, and/or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign. The proposed static signage would not cause a distraction to highway traffic. There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-7:-

8. Strength of Illumination
9. Hours of Illumination
10. Static Illumination

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:	Finlay Gardner	Date: 07/02/2025
Authorised by:	Louise Prew	Date: 07/02/2025