Expiry Date - 01/01/2024

# Development Control – Delegated Officer Report

**Application Number: AWDM/1476/23 Recommendation – APPROVE**

**Site: Unit 3 The Montague Centre Liverpool Road Worthing**

**Proposal: Proposed signage on South and East Elevations.**

**Date of SV:** 29.11.2023

**Neighbours checked:** Y

**Additional neighbour notifications:** N

**Proposal, Site and Surroundings**

The application relates to a corner unit within the Montague Centre recently occupied by Gyros, a 'Greek Street Food' restaurant. The unit adjoins Nando's to the west (Unit 1), and HMV to the north (Unit 4). McDonalds occupies a double unit opposite (8-10).

The site is located within the primary frontage of the primary shopping area of the town centre, and within the South Street Conservation Area. The development of the Montague Centre in the late 1980s created a partially enclosed shopping street with ground-floor shop units on either side fronting a pedestrian thoroughfare. The shop fronts have a clear sense of visual harmony and enhancement opportunities in the CA Appraisal highlight the need to adhere to common principles, including the large glazed panes with fanlight.

Advertisement consent is sought for a fascia sign with internally illuminated lettering on both the south and east-facing shop fronts.

The application has been amended and now proposes a 900mm tall aluminium fascia sign with 180mm high LED internally illuminated individual lettering (180mm high x 50mm projection) stating 'MONTAGUE GYROS' with the business logo centrally positioned above the letters. The sign would have a burgundy background with black acrylic text and the logo made of opal acrylic.

The existing fascia signage on display is unauthorised and would be replaced.

**Relevant Site History:**

AWDM/0704/23 Proposed application for a Change of Use from retail unit to restaurant and proposed new extraction flue terminating on roof. Permitted 04.09.2023 – implemented.

**Consultations**

**The Worthing Society:** In our view the proposed signage is not intrusive and will not adversely affect the neighbouring units in the Montague Centre. We therefore have no objection to the application.

**Representations:** None received.

**Relevant Planning Policies**

Worthing Local Plan policies (WBC 2023): DM5, DM6, DM24
Revised National Planning Policy Framework (HCLG 2023)
National Planning Practice Guidance (CLG)

**Planning Assessment**

**Principle**

Policy DM6 states that express advertisement consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Policy DM24 requires that advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary. Internally illuminated signs will generally not be permitted

**Visual amenity**

The fascia sign initially proposed (and currently in situ) is over deep, extending over and covering the transom lights on both the south and east-facing shop windows. The transom lights are a uniform feature of the shop fronts on this side of The Montague Centre and should be retained. The depth of the proposed fascia sign has been amended accordingly.

Although illuminated signage is not typical of all the shopfronts within the mall, the type of illumination of the individual letters, luminance (250cd/sqm) and size of the lettering, is reasonably discreet.

The appearance of the existing sign is further compromised by the prominently visible pigeon deterrent (thick spikes) that have been installed above the projecting lettering. As part of the agreed amendments the Applicant has agreed to omit the spikes and the depth of the projecting lettering has been reduced to 50mm, which it is hoped will avoid the need for any bird deterrent going forward.

The Applicant’s Agent has agreed to a 6-week timeframe post-decision for replacing the existing sign.

**Public Safety**

The shopfronts face onto the pedestrianised shopping mall which does not form part of the publically maintained highway. That aside, the proposed fascia sign would not pose any threat to public safety.

**Other**

Two non-illuminated projecting signs have been installed on brackets on the shopfront columns on either side of the shop windows. These do not form part of the current application and their position, size and method of display appear to form part of the standardised livery of shop units within the Montague Centre.

**Recommendation**

**Grant Consent Subject to Standard Conditions 1-6, and:-**

7. The existing unauthorised fascia signs shall be removed from the building within 6 weeks of the date of this consent.

**Informative:**

1. Pro-Active Amendment

**Is recommendation contrary to letter(s) of representation?** N

Case Officer: Jo Morin Date: 06.03.2024

Authorised by: Louise Prew Date: 07/03/2024