Expiry Date - 30/01/2024

Development Control – Delegated Officer Report

Application Number: AWDM/1676/23 Recommendation – APPROVE

Site: 58 Montague Street Worthing West Sussex BN11 3HE

Proposal: Installation of internally illuminated fascia sign and 1 no. projection sign.

Date of site visit: 05/01/2024

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a mid-terraced retail shop on the north side on the pedestrianised area of Montague Street. The unit is currently vacant with the former occupier Clintons. The adjacent units are Poundland and Holland & Barrett to the east and west respectively. The shopfront comprises a pair of red aluminium framed double doors recessed centrally of the shopfront with a single pane glazed window either side. The fascia is partly blank with the branding of the previous occupier still in-situ. The building is two-storey with the upper-floor linked to the ground-floor; access is located to the rear of the ground-floor unit. The upper floor also has a lawful Class E use. The external appearance to the first-floor fronting Montague Street is facing brick with no branding, which matches the appearance of properties adjacent. Montague Street at this point is within the town centre boundary and primary shopping frontage, as defined in the Worthing Local Plan 2023 policies map. The property is not within a Conservation Area but this section of Montague Street is bordered by South Street Conservation Area to the east and Montague Street Conservation Area to the west.

Proposal

Card Factory wish to move into the unit and display adverts. A fascia is proposed together with a new projecting hanging sign at the eastern end to the brick section. Each sign is to be static and internally illuminated.

The fascia sign would be 0.7m high, 8.35m wide, 0.11m deep, and at a height of 2.5m from ground level. The maximum height of individual letters or symbols would be 0.25m. The fascia would be an aluminium tray sign with a blue matt backdrop. ‘Card Factory’ lettering would be printed in yellow.

The projecting hanging sign would be 0.6m high, 0.6m wide, 0.15m deep, and at a height of 2.6m from ground level. It would project 0.6m from the fascia and front of the property. The maximum height of individual letters or symbols would be 0.15m. The projecting sign would match the appearance of the fascia; yellow printed lettering on a blue matt backdrop.

The existing shopfront would be cleaned down and new window manifestations would be displayed to all visible glazed panels on internal surfaces.

Relevant Planning History:

Approvals at the application property for:

- The installation of new shopfront and first-floor rear extension under WB/0254/73 (decision issued 03 April 1973).

- The installation of new shop front under WB/1140/86 (decision issued 08 January 1987) and internally illuminated fascia sign (under WB/1141/86A (decision issued 08 January 1987).

- Retrospective advertisement consent for the retention of internally illuminated fascia sign under AWDM/0910/14, decision issued 10 Sep 2014.

Consultations: None.

Representations: None received.

Relevant Planning Policies

National Planning Policy Framework (Revised December 2023)
National Planning Practice Guidance

Worthing Local Plan (2023) 2020-2036
SP1 (Presumption in Favour of Sustainable Development)
DM5 (Quality of the Built Environment)
DM6 (Public Realm)

Planning Assessment

Principle

The principle of development can be supported as it upgrades a retail shop unit within the town centre. Of consideration is the impact of the proposed advertisement on the appearance of the unit and the town centre as a primary shopping location, and the impact on public safety.

Visual Amenity

The advertisement has not been designed in isolation and respects the scale and proportions of the existing unit and other shopfronts within the locality, namely those adjacent which also exhibit a projecting sign to the easterly of their fascia sign at roughly the same size and level above ground. The fascia is aligned with the top of the adjacent unit Holland & Barrett and maintains a visual balance below the white strip of timber which separates the two floors. In the interests of visual amenity and to reduce the unnecessary excess lighting to the fascia, the agent agreed to omit the proposed neon flex trough light which would have been mounted to the top of the panel face spanning the entire length of sign. The signage would not give rise to the proliferation of advertisements, would not be out of keeping, and is considered acceptable in the context of this primary shopping frontage location.

Public Safety

There would be no concern in relation to public safety by virtue of the advertisements siting at a height above pedestrian height level and the similar nature of the advertisement to what previously existed to the shopfront and what exists to those adjacent and further along Montague Street.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans

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

1. 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.

Case Officer:	Jason Albon	Date: 29/01/2024
Authorised by:	Jo Morin	Date: 29.01.2024