Development Management – Delegated Officer Report

Application Number: AWDM/1200/25 **Recommendation – APPROVE**

Site: 39 Warwick Street Worthing West Sussex BN11 3DQ

Proposal: Advertisement consent for non-illuminated fascia sign

Date of site visit: 8 January 2026

Neighbours checked: Site Notice posted

Additional neighbour notifications: N

Site and Surroundings

The site is located to the northern side of Warwick Road, a pedestrianised street in Worthing town centre. It contains a mid-terrace building. The application relates to signage for the ground and basement unit.

The site is within South Street conservation area. It does not contain any listed buildings or structures.

Proposal

The proposed signs is a non-illuminated fascia sign.

The application as submitted was for an illuminated fascia sign and menu board. However, works were complete prior to this application being determined and a different sign installed. The description was updated accordingly. No details of the menu board were provided so it was removed from the application.

Relevant Planning History:

AWDM/1199/25: Change of use from retail (Class E) to restaurant and cocktail bar (Sui generis) with extraction flue and front seating area including barriers

Pending consideration

Consultations:

Worthing Society: No response

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (2024)
National Planning Practice Guidance

Planning Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Policy DM6 (Public Realm) states that *"express 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".*

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity

The sign is at fascia level and non-illuminated. It is of an appropriate size and design and will not affect residential amenity. It is considered to preserve the appearance of the conservation area.

Public safety

The signage is set on the fascia and does not protrude so will not obstruct movement. There are no concerns related to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission

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: 18/02/2026

Authorised by: Jo Morin Date: 19.02.2026