Expiry Date – 28/02/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0003/25 **Recommendation – GRANT CONSENT**

Site: **63 Dominion Road, Worthing**

Proposal: **Installation of three externally illuminated fascia signs, one externally illuminated projecting sign and two non-illuminated free standing information signs.**

Date of site visit: 12/02/2025

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings
The site is located on the southern corner of Dominion and Angola roads. The site is occupied by a former public house, now occupied by a Tesco Express. The area is commercial in nature with residential to the rear.

Proposal

Five signs are proposed:

- 2 x externally illuminated fascia signs reading “Tesco Express” on the north and west elevations. Trough lit to 350cd/m2
- 1 x externally illuminated hanging sign reading “Tesco Express ATM”. Trough lit to 350 cd/m2.
- 2 x free standing signs non-illuminated signs of 1.12 metres tall to be located in the car park. One to indicate accessible parking and one entry and exit from the carpark.

Relevant Planning History:

Various advert applications for signage

Consultations: None

Representations:

None

Relevant Planning Policies

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

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Planning Assessment

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 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”.

Amenity

The site is located in an area with a number of other signs. The Tesco Express currently has a number of signs which are to be replaced with the proposed signs. The signage is appropriate in scale and location and does not result in a proliferation of signage throughout the site.

The site currently has trough lit external signage which is not considered to have any impact on amenity. The proposed development is therefore also considered to be acceptable in relation to amenity.

Public Safety

The signs are contained wholly with the site. There are no public safety issues.

Recommendation

Grant Consent subject to Conditions:-

1-6 Standard Conditions
7 Drawing Numbers
8 Signs to be externally lit, static and at the illuminance level specified.

Informative

Approved without amendment

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

Case Officer: Louise Prew Date: 17/02/2025

Authorised by: Peter Barnett Date: 17 February 2025