Expiry Date - 07/05/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0315/25 Recommendation – APPROVE

Site: 12 Cricketers Parade Worthing West Sussex BN14 9DB

Proposal: Advertisement consent for internal free standing illuminated digital signage with changing images

Date of site visit: 22.04.25

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a commercial store, with flats directly above and surrounding. The site is in a commercial parade in a residential suburb of Worthing.

The building is a glazed unit to the front with entrance and exit doors. There is an overhang of the first floor above the main shop unit.

There is layby parking to the frontage.

Proposal

Advertisement Consent is sought for:

An internal freestanding digital screen which will exhibit black background with a visual display that will alternate different images

The proposed advertisement would measure 0.708(w) x 1.9m(h) x 0.076(d).

Illuminated level 700cd/m intermittent (max)

The sign would be sited just inside the exit doors facing the paved street.

The advertisements will advertise deals and produce.

Relevant Planning History:

AWDM/1426/15-2 no. non-illuminated wall mounted banner frame signs on side elevation- APPROVED

AWDM/0986/16-1 no. internally illuminated logo sign; 1 no. non illuminated acrylic letters sign and 1 no. non illuminated wall mounted aluminium panel sign- APPROVED

Consultations:

None

Representations

None

Relevant Planning Policies

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

Planning Assessment

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.*

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”.

Visual Amenity

The building sits with the Broadwater District Centre within a row of retail and other units with residential above. The shop has a glazed frontage and is set back on a wide pavement under a first floor overhang.

The signage would have revolving signage and with a max brightness of 700cd/sqm it will be visible.

However the proposed sign would be situated within the retail unit facing towards the street. Due to its set back position within a retail unit it is not considered that it would be unduly prominent. The overhang, the street items and existing non illuminated boards and signage in the shop would ensure it was not unduly obtrusive.

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There is approved illuminated signage on the site and surrounding units also have a degree of illuminated signage. In its context it would not have an impact on the amenity of the site or the surrounding environment.

WSCC Guidance suggests that the illumination should be limited to 300cd/sqm during the hours of darkness and this can be conditioned accordingly.

The type, design and size of adverts is acceptable in context with its purpose and the proposal would not have any adverse impact on the visual amenities of the locality.

Residential Amenity

The nearest residential properties are the flats above the site. However due to overhand and siting of the dwellings and the fact that the sign is internal it is not considered that the signage would be visible to these properties and residential properties across the road are at a distance, so as not be be detrimentally impacted.

Given the size and level of illumination it is not considered that the proposed advertisements would be harmful to the visual or residential amenities of the area, subject to a condition to restrict the hours of illumination to be only during the opening hours of the shop unit.

Highway 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 signage would be internal to the store and would not impact on public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-
7. Approved plans
8. Hours of illumination limited to store opening 7am to 10pm
9. Illumination levels during darkness

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

Case Officer: Jackie Fox Date: 29.04.25

Authorised by: Louise Prew Date: 29/04/2025