

Development Management – Delegated Officer Report

Application Number: AWDM/0542/26 **Recommendation:** – APPROVE

Site: **56 Montague Street Worthing West Sussex BN11 3HE**

Proposal: **Advertisement consent for internally illuminated fascia sign, internally illuminated projecting sign; keyline illumination to front elevation, and internally illuminated sign at rear for deliveries**

Date of Site Visit: 16/06/2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is located on the northern side of Montague Street in Worthing. The property is four storeys in height with commercial on the ground floor with prior approval for residential above. The commercial unit has recently been vacated by Poundland. The upper floors have prior approval to convert to residential.

The site is located within the boundary of Worthing town centre. The site is within the Montague Centre character area and forms part of the primary shopping frontage.

Proposal

The application relates to the replacement of the signage on the shopfront. Overall there will be a reduction in the level of advertising to the front of the site. There will be one double sided bus stop sign, a sign to the rear for delivery and a three sectioned sign on the principal elevation above the glazing.

Relevant Planning History:

96/05528/ADV - INSTALLATION OF VARIOUS INTERNALLY AND EXTERNALLY ILLUMINATED FASCIA SIGNS

STATUS: Application Refused 24th September 1996.

96/05529/ADV - INSTALLATION OF VARIOUS INTERNALLY ILLUMINATED AND NON-ILLUMINATED SIGNS

STATUS: 28th November 1996.

97/05565/ADV - INSTALLATION OF INTERNALLY ILLUMINATED FASCIA PANEL ABOVE FRONT ENTRANCE DOORS

STATUS: 22nd April 1997.

AWDM/1291/18 - Retrospective Advertisement Consent for the retention of three replacement fascia signs and one projecting sign all internally illuminated on the front (south) elevation and vinyl graphics to the sides for Poundland.

STATUS: Application Permitted 25th October 2018.

AWDM/1336/18 - Retrospective planning permission for the retention of (partial) new shop front and 2 no. entrance door sets (to replace existing door sets and central area of shopfront).

STATUS: Application Permitted 25th October 2018.

AWDM/1329/21 - External alterations to facades at 1st, 2nd and 3rd floors to include replacement and alteration of windows and addition of window openings

STATUS: Application Permitted 22nd November 2021.

AWDM/0182/26 - Shopfront alteration to align entrance doors to shopfront glazing. Installation of fire exit doors to side (west) and rear (North) elevations

STATUS: Application Permitted 25th June 2026.

AWDM/0543/26 - Installation of air handling/plant units on roof

STATUS: Pending Consideration .

Consultations

None

Neighbour Representations

None

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6

National Planning Policy Framework (MHCLG 2024)

National Planning Practice Guidance

Planning Assessment:

There is no objection in principle to the display of advertisements as outlined within Policy DM6 of the Worthing Local Plan. The determining issues relate to public safety and impact on visual amenity.

The site is within the town centre, and where there are other shopping uses within the block which include fascia signs above the display window. The site has a traditional shopfront and this proposal would replace a similar fascia sign at the site that has been recently removed. The lettering/logo would be framed within the fascia and would appear to be reasonable and in proportion. It is considered that the proposals would not cause any significant harm to visual amenity and are an improvement on the previous scheme which had additional signs above fascia level. The projecting sign is of a modest scale and considered acceptable.

The new sign applied to the side of the delivery doors is small and unobtrusive due to its position and design and is only visible when viewed from the side within the site boundary.

The new and replacement signs are consistent with the previous signage at this property and other signs in the locality and the commercial appearance of the area with many existing modern illuminated signs is not adversely affected by the development.

To ensure that the illumination is not to an extent that would be detrimental to visual amenity conditions have been added to restrict the levels and hours of illumination. With other signage within the locality being restricted to a maximum of 600cd/m² it is considered that the proposal is acceptable in line with the those surrounding.

Public 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.

Montague Street is in a pedestrianised area, and the signs would not cause a distraction to highway traffic. The projecting sign is a minimum of 3.35m above ground level and the other signs do not project from the building. There are no implications arising from the proposals from a public or highway safety perspective.

As such there would be no adverse effect on public or highway safety or amenity.

Recommendation:

APPROVE subject to condition(s):-

1. Standard advertisement conditions 1-7
2. Levels of illumination to be restricted to a maximum of 600cd/m²
3. Hours of illumination restricted to when the shop is open

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: Finlay Gardner Date: 26/06/2026

Authorised by: Louise Prew Date: 30/06/2026