H E R I T A G E I M P A C T A S S E S M E N T

Project ID:	DA2581
Project Name	Lloyds Bank Plc. Fascia Programme
Project Address	Lloyds Bank, 41/43 South Street, Worthing, BN11 3AU

HERITAGE IMPACT ASSESSMENT

1. Brief Summary of the Site's Historical Development

Lloyds Bank occupies a prominent corner plot at the junction of South Street and Liverpool Road. Constructed circa 1870, the building reflects the Victorian era's civic and commercial expansion in Worthing. Its architectural grandeur—marked by polished granite Corinthian pilasters and elaborate stucco detailing—speaks to its original function as a financial institution and its role in shaping the town's commercial identity.

The building was listed Grade II* in 1976 for its architectural merit and townscape value, particularly its faceted façade and richly ornamented elevations.

2. Description of Current Character

The building is three storeys with an attic, featuring eight sash windows framed by 18½ fluted granite Corinthian pilasters. The ground floor retains its original arched window openings with fielded panels below, while the upper floors display segmental pediments and moulded frames.

The current signage is modest and sympathetic to the building's character, positioned within an existing architectural recesses. The building contributes significantly to the South Street Conservation Area, both visually and historically, anchoring a key intersection in Worthing's town centre.

3. State of Preservation and Significance

The building is in good condition, with much of its original external detailing intact. Its significance lies in:

- Architectural Value: A rare and elaborate example of Victorian bank architecture in Sussex
- Historic Value: Longstanding association with Lloyds Bank and the commercial history of Worthing
- Townscape Value: Landmark position within the conservation area, enhancing the streetscape
- Communal Value: Recognized and used by generations of local residents

The Grade II* listing underscores its heritage importance, placing it among the top 5.5% of listed buildings in England.

4. Impact of Proposed Development on Significance

The proposed works involve the replacement of existing signage with updated branding. The new signage will:

- Be installed in locations consistent with the architecture of the building, or sited per existing signage
- Use minimally-invasive fixing methods to minimise damage to historic building fabric

- Be scaled appropriately to respect intended architectural proportions
- Employ materials and colours that harmonize with the building's façade

Assessment of Impact:

- - Visual Impact: Minimal, as signage remains within established zones and respects existing design cues
- - Physical Impact: None anticipated, provided installation avoids drilling into historic masonry
- - Impact on Setting: Neutral, with no change to the building's relationship with the conservation area
- - Cumulative Impact: Negligible, given the limited scope and sensitive approach

5. Conclusion:

The proposed signage replacement is considered to have no adverse impact on the significance of the heritage asset. It aligns with the principles of the NPPF (2023), particularly Paragraphs 199–202, which require that any harm to heritage assets be justified and minimized. The proposal supports the continued intended use of the building while respecting its historic and architectural integrity.