Expiry Date - 10/10/2024

Development Control – Delegated Officer Report

Application Number: AWDM/1046/24 **Recommendation – REFUSE**

Site: **6 Warwick Street Worthing West Sussex BN11 3DL**

Proposal: **Internally illuminated Fascia and Projecting signage; applied window vinyls**

Date of site visit: 01.10.24

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site comprises a modern buff brick building occupying a corner position with Warwick Street and Marine Place.

The property is currently vacant but formerly a shop /coffee shop at ground floor with ancillary accommodation above. The main shop front faces onto Warwick Street with a mainly blank elevation/window posters/vinyls on the Marine Place elevation where there is also the bin store.

The property is within the South Street Conservation area.

Proposal

1. Fascia Sign Height 1 metre, Width 7.76m Depth 0.07 metres. Projection 0.12 metres. Individual letters 40 centimetres. POWDER COATED ALUMINIUM with SATIN BLACK TEXT WITH LIGHT BLUE GREEN BACKGROUND. Internally illuminated letter at 250cd/m
2. Fascia Sign Height 1 metre, Width 2.88 metres Depth 0.07 metres. Projection 0.12 metres. Individual letters 40 centimetres. POWDER COATED ALUMINIUM with SATIN BLACK TEXT WITH LIGHT BLUE GREEN BACKGROUND. Internally illuminated letter at 250cd/m
3. Fascia Sign Height 1 metre, Width 7.39m Depth 0.07 metres. Projection 0.12 metres. Individual letters 40 centimetres. POWDER COATED ALUMINIUM with SATIN BLACK TEXT WITH LIGHT BLUE GREEN BACKGROUND. Internally illuminated letter at 250cd/m
4. Projecting or Hanging Sign Height 0.66 metres width 0.66 metres Depth 0.1 metres. Height from the ground 2.62 metres. Projection from the face of the building 0.69. Maximum height of any of the individual letters and symbols 8.7 centimetres. POWDER COATED ALUMINIUM with SATIN BLACK TEXT WITH LIGHT BLUE GREEN BACKGROUND. Internally illuminated letter at 250cd/m

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Relevant site history

04/00365/ADV-Installation of one internally-illuminated projecting box sign above doorway on Marine Place entrance and two banner signs to first floor of Warwick street frontage- REFUSED

The proposed banner signs and the proposed internally illuminated projecting box sign, by reason of their excessive size and projection from the face of the building and their unsympathetic design, siting and method of display in relation to the first floor windows on the front elevation and the brick features on the side elevation of the building, respectively, and due to their intrusiveness within the street scene, would be detrimental to, and would not preserve or enhance, the character and appearance of the building and the South Street Conservation Area in which it is situated. As such, the proposal is contrary to Policy B3 and B4 of the West Sussex Structure Plan 1993, Policy CH8 of the West Sussex Structure Plan 2001 - 2016 Deposit Draft and Policies BE10, BE12 and BE13 of the Worthing Local Plan 200

98/00827/ADV-Installation of two sets of externally illuminated fascia letters and one non-illuminated projecting sign- APPROVED

98/00886/FULL-Change of use of part of the first floor for storage and staff facilities in connection with ground floor shop

Consultations
None

Representations
The Worthing Society

The submitted drawings are not clear about the type of illumination that is proposed. Our understanding from the drawings is that the fascia would not be internally illuminated as it is powder coated aluminium sheet. If we are correct in assuming that it is just the black acrylic letters and logo that would be backlit and that these would be set of from the fascia then we do not have any objection. However, the proposed projecting sign appears to be internally illuminated and this would not be acceptable in the conservation area. It would be preferable for this sign not to be illuminated or [possibly to have external illumination by means of spotlights.

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM23, DM24

National Planning Policy Framework (MHCLG 2023)
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”.

Policy DM24 states that “advertisements in Conservation Areas should respect the character, proportions and design of the building on which it is displayed, and use traditional materials where necessary. Internally illuminated signs will generally not be permitted.”

Amenity

Warwick Street comprises a mixture of signage on mainly traditional buildings. The application proposes three fascia signs one on the frontage facing Warwick Street and two on Marine Place. The fascia signs would have lettering which would be illuminated. The application also proposes an illuminated hanging sign.

The current site has fascia boards and signage to the front which does not appear to be illuminated.

The most recent consent from illuminated signs on this site appears to be a 1998 application for the Installation of two sets of externally illuminated fascia letters and one non-illuminated projecting sign. A later 2004 application was refused as set out above.

The fascia sign to the frontage with Warwick Street would be appropriate and in line with previous signage on the site. The building occupies a prominent corner with Marine Place. The proposal for an additional two fascia boards with illuminated letters would be obtrusive and the letters on the third smallest board would appear to be excessive. The proposed three illuminated letter fascia signs are considered to be out of proportion and excessive for the building. The three illuminated signs letter boards would create a cluttered appearance of signage out of character with the scale of the building and the conservation area.

Although there is an existing hanging sign on the building this does not appear to be illuminated. A further internally illuminated sign would add to the clutter of advertisements on the building and as stated in policy DM 24

Internally illuminated signs will generally not be permitted in conservation areas.

Considered against local and national policies the proposed internally illuminated letter fascia signs and illuminated projecting sign are considered to be damaging to the appearance of the building and would not preserve or enhance the visual amenities of the site or character of the conservation area.

The window vinyls sited on the Marine Place frontage would be acceptable.

Public Safety

Warwick Street is a pedestrianised street and therefore the signs would not cause a distraction to highway traffic. The projecting sign is set adequately above ground level and the fascia sign does not project out from the building. There are no implications arising from the proposals from a public or highway safety perspective.

Recommendation

REFUSE for the following reason:

The proposed three fascia sign with illuminated letters and hanging sign would, by reason of their unsympathetic design, size, positioning and method of display represent an incongruous addition to the building which would have a harmful impact on the character and appearance of the building and the wider Conservation Area in general. As such, the proposal is contrary to policies DM5, DM6 and DM24 of the Worthing Local Plan and the National Planning Policy Framework.

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

Case Officer: Jackie Fox Date: 09.10.24

Authorised by: Louise Prew Date: 09/10/2024