

Development Management – Delegated Officer Report

Application Number: AWDM/0726/26

Recommendation: APPROVE

Site: Unit 2 Worthing House 2 - 6 South Street Worthing West Sussex
BN11 3AA

Proposal: Advertisement consent for a new non-illuminated fascia sign

Date of Site Visit: 18/06/2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is on the eastern side of South St, within Worthing town centre. The site contains a five-storey mixed use building with two commercial units at ground floor. The application relates to the northern of the two units.

The site is within South St Conservation Area.

Proposal

The proposal is for a fascia sign. The fascia will be forest green with gold lettering in the centre reading “Neo & Bar Worthing” with a logo above.

The sign would not be illuminated.

Relevant Planning History:

None relevant

Consultations

The Worthing Society: The building is in the South Street Conservation Area. The sign is not illuminated so we have no objection to the application.

Neighbour Representations

None

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment:

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

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.*

Policy DM6 (Public Realm) 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*”.

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Visual Amenity

The sign is located on a fascia of a modern building and is contained within the existing fascia. The sign is not illuminated so would be appropriate for the conservation area.

Public safety

The sign is set on the fascia and adequately above head height so will not obstruct movement. There are no concerns related to public safety.

Recommendation:

APPROVE subject to Standard Conditions 1-6:-

Informative

1. 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.
2. Application relates to signage only and makes no assessment of the proposed use of the building.

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

Case Officer: Louise Prew

Date: 27/07/2026

Authorised by: Peter Barnett

Date: 28 July 2026