Expiry Date - 13/12/2023

Development Control – Delegated Officer Report

Application Number: AWDM/1420/23 **Recommendation – APPROVE**

Site: **Unit 7 - 11 Montague Street Worthing West Sussex**

Proposal: **Application for Consent to display an Advertisement and add new Safety Manifestation to windows and doors.**

Date of site visit: 31/10/23

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The site is located on the south side of Montague Street on the corner of the entrance to the Royal Arcade and within the pedestrianized shopping zone. The site is within the Primary Shopping Frontage, the South Street Town Centre Character Area and the South Street Conservation Area. The unit is situated on the ground floor of a large terraced building and occupied by Nationwide Building Society. The upper floors are offices. The building is three storeys high with cream render and extensive glazed elevations to the upper floors and a curved glazed shopfront to the ground floor.

The surrounding ground floor units are predominantly retail, financial, cafés and restaurants.

The building is not listed.

Proposal

Advertisement Consent is sought for replacement signage to reflect new branding, consisting of:

Front Elevation

- Replace 1no. projecting sign 500 x 500mm 'Logo' face acrylic finished to match red PMS 032c and aluminium background finished to match blue PMS 282c with red acrylic edge and metal bracket – internally illuminated with static illumination
- Replace 2no. fascia panels with blue background and new logo/name, omit 1no. logo - 'Logo' face Perspex 440 Red acrylic with returns finished to match PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white. Formed aluminium fascia sign with returns finished Matt blue (RAL 5022) – internally illuminated with static illumination
- Replace 1no. ATM surround and decals with new - Acrylic finished to match blue PMS 282c with aluminium frame finished Matt blue (RAL

5022). 'Logo' face as acrylic finished to match redPMS 032c. 'nationwide' to be opal acrylic faces with returns finished white.
- Replace statutory signage to door with new
- Add new safety manifestation to windows and doors - Frosted vinyl internally applied to the window in 3M Crystal 7725SE-314 Dusted White

Arcade Elevation
- Replace 1no. projecting sign 500 x 500mm 'Logo' face acrylic finished to match red PMS 032c and aluminium background finished to match blue PMS 282c with red acrylic edge and metal bracket – internally illuminated with static illumination
- Replace 1no. fascia panel with blue background and new logo/name - 'Logo' face Perspex 440 Red acrylic with returns finished to match PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white. Formed aluminium fascia sign with returns finished Matt blue (RAL 5022) – internally illuminated with static illumination
- Add new safety manifestation to windows and doors - Frosted vinyl internally applied to the window in 3M Crystal 7725SE-314 Dusted White

Relevant Planning History:

AWDM/1666/20 - 3no internally illuminated Fascia Signs; 2no internally illuminated Projecting Signs; 1no internally illuminated ATM sign – Approved

AWDM/1665/20 - Install and reposition new shopfront door, install new letterbox with glazing to match existing, repainting of shopfront and new fascia – Approved

Consultations:

The Worthing Society - The building concerned is located in the South Street Conservation Area and is part of the locally listed Royal Arcade complex. The new signage does not appear intrusive and I am pleased to advise you that we have no objection to the application.

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13
National Planning Policy Framework (HCLG 2023)
National Planning Practice Guidance
South Street Conservation Area Appraisal

Planning Assessment

The upgrading of signage is acceptable in principle subject to the key considerations of the effects on the Conservation Area, visual and residential amenity and public safety.

Visual Amenity and Conservation Area

The building is prominently sited within the South Street Conservation Area and Town Centre Character Area, at the entrance to the Royal Arcade and within the pedestrianised zone of the Primary Shopping Frontage.

The proposed signs would upgrade the existing fascia, projecting sign, ATM surround and statutory signs to reflect the new branding for 'Nationwide'. The replacement signs would be very similar in colour, materials, size and illumination to those they are replacing, maintaining an active shopfront. The only new element of the proposal is the introduction of applied vinyl 'dots' in 'Dusted White' to the interior of the glass shopfront, installed as a safety measure and as can currently be seen on the main entrance doors. These small dots are not considered to be an intrusive feature or to detract from the attractive appearance of the shopfront or wider conservation area setting.

The proposed signage would not appear out of keeping in context with the commercial nature of the street scene and would not have any detrimental impact on the character of the conservation area or the visual amenities of the locality.

Residential Amenity

The area is predominantly commercial and there are no residential premises above or nearby the site that would be affected by the proposed advertisements. Illumination is as currently existing on site.

There would be no detrimental impact on residential amenity resulting from this proposal.

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.

This part of Montague Street is pedestrianized and the proposed signage would not cause any distraction to highway traffic using South Street to the east of the site. The projecting signs would be 3.05m above pavement level and would not cause any hindrance to pedestrians. There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

Expiry Date - 13/12/2023

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

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: Amanda Haslett Date: 11/12/23

Authorised by: Jo Morin Date: 12.12.2023