Expiry Date - 17/12/2024

Development Control – Delegated Officer Report

Application Number: AWDM/1349/24 Recommendation – APPROVE

Site: 6 Warwick Street Worthing West Sussex BN11 3DL

Proposal: Non-illuminated fascia and projecting signage

Date of site visit: 29.10.24

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 White text against black background. Non illuminated
2. Fascia Corner Sign Height 1 metre, Width 0.8 metres Depth 0.07 metres. Projection 0.01 metres. Individual letters 66 centimetres. Vinyl against black aluminium fascia. Black and white against mint green logo which sits against black background of fascia.

3. 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 8.8 centimetres. Existing painted aluminium frame with acrylic infill (matt finish with vinyl graphic. Black with white accents against mint green background. Non illuminated

Relevant site history

AWDM/1046/24- Internally illuminated Fascia and Projecting signage;

applied window vinyls- REFUSED

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.

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 building is located in a prominent position within the South Street Conservation Area (CA). Warwick Street is a particularly important element of this town centre CA both historically and architecturally. We consider the proposed non-illuminated fascia and projecting signage is not intrusive and will not have a detrimental effect on the setting of the CA.

Therefore, I am pleased to advise that the Society does not object to this revised application.

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

National Planning Policy Framework (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 two fascia signs one on the frontage facing Warwick Street and one on the corner of Warwick Street and Marine Place. The fascia signs would have lettering and logos and would not be illuminated. The application also proposes a non –illuminated hanging sign.

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

The most recent application was refused on the basis that the method of display being illuminated would 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.

The current non illuminated sign would be similar in size and position to existing signage on the site. The proposed non-illuminated would be appropriate and in line with previous signage on the site, in character with the building and conservation area.

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

APPROVAL 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: Jackie Fox Date: 10.12.24

Authorised by: Louise Prew Date: 11/12/2024