Development Management – Delegated Officer Report

Application Number: AWDM/0917/25 Recommendation: APPROVE

Site: Saxon House Little High Street Worthing West Sussex

Proposal: Advertisement consent for five non-illuminated signs on front and side elevations

Date of Site Visit: 1 August 2025

Neighbours Checked: Y

Additional neighbour notification: N

Site and Surroundings

The site is located to the north of Little High St and contains a two-storey building in use as offices / community use. A car park is located to the west and north of the building.

The site is within Little High St Conservation Area.

Proposal

The following signage is proposed:

- Fascia sign reading “Holland House” on southern elevation
- Sign reading “Guild care” on western side wall
- Sign reading “Welcome to Guild care” on main southern elevation
- Carpark sign on western wall advertising car park conditions
- Intercom sign on main southern elevation

Representations:

Relevant Planning Policies

Worthing Local Plan 2023: Policies DM5, DM6
County Highways Internal Guidance Note Illuminated Adverts Standing Advice (March 2025)
National Planning Policy Framework (December 2024)

Planning Assessment

Principle

In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 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”.

Amenity
The proposed signage doesn’t result in a cluttered appearance with two main signs on the southern elevation and a main sign on the western elevation indicating the occupiers of the building. The signs are not illuminated which is considered appropriate given the conservation area.

The carpark sign and intercom are modest in scale and provide information for users of the building.

Overall, the scale of signage and number of individual signs is considered appropriate and wouldn’t adversely affect visual amenity.

Public Safety
The signage is located within the site boundaries. They are not illuminated nor in positions where they will distract drivers or be an obstacle for pedestrians. The signage is considered to have no adverse impact on public safety.

Recommendation

APPROVE

Subject to Conditions:-

1-6 Standard advertisement conditions
7. Approved plans
8. Signs to remain non-illuminated

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

1. Approved without amendment

Case Officer: Louise Prew Date: 15/09/2025

Authorised by: Peter Barnett Date: 15 September 2025