Conservation Officer Comments
Amended Plans or Further Details

Application Number:	AWDM/1106/25
Location:	41 - 43 South Street, Worthing
Proposal:	Advice regarding signage
Case Officer:	Rebekah Hincke

	Further Information Required
	Design Review Required
	No objection - no harm
	No objection - harm is negligible or mitigated
✓	Objection - less than substantial harm
	Objection - substantial harm
	Objection – Total Loss

Site and Surroundings:	The building is situated on a prominent corner location between South Street and Liverpool Road within Worthing Town Centre and is currently a Lloyds Bank. The building has a confident presence within the street scape being set over 3 storeys under a pitched roof concealed by a parapet. The curved front elevation is of particular note with a facia panel that sweeps around the elevation with pilasters and curved head windows. The pilasters are of marble columns with Corinthian order capitals set upon them. The corresponding arched windows occupy the space between the pilaster sets and are complimented with moulded keystones and architrave. Similar decoration incorporating dentil cornice, console brackets and moulded hoods can also be seen at upper levels. The proposal seeks Listed Building Consent, Planning permission and Advertising Consent for a new signage scheme. Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when considering whether to grant listed building consent, to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses. Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when considering whether to grant planning permission, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses." Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when exercising planning functions, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area." The LPA's duties are reinforced within Section 16 of the NPPF, Heritage assets range from sites and buildings of local historic value to those of the highest

	significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. As such, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Other elements held within Section 16 will also be considered as will Local Policy. The proposed seeks consent for a new signage scheme as part of Lloyds banking re-branding. The scheme relates to several features that include: Facia finish and facia signage Projecting signage ATM signage **Facia finish and facia signage** The use of a dark green colour is not considered to be foreign in relation to a late Victorian or early Edwardian character. The use of dark colours including greens, reds and browns were generally prevalent in this period and therefore the use of the proposed colour is accepted. The proposal seeks to paint the colour into the original facia area of the shopfront and as such by way of utilising this original space ensures the signage is suitably framed by the detailing of the building. The use of letters mounted on small poles and halo lighting is a contemporary approach to signage that is considered to provide appropriate balance between contemporary needs whilst respecting built form. However, there is little detail regarding the logo element of the design and it is questioned whether such an item (that will most likely be of plastic and lack the relevant quality) is necessary in this instance. **Projecting signage** The projecting signage proposed much like the logo proposed for the facia appear to lack quality being distinctly modern in appearance. It is noted that the sign is projecting and not hanging as most shopfront guidance requires for traditional areas. It is also noted that the buildings location and curved frontage really negates the need for a hanging or projecting sign, being very obvious within the street scape. **ATM Signage** The description of the ATM signage and drawings do not provide sufficient clarity in respect of how they relate with the building fabric. This area should be revised to provide signage and lighting that is only absolutely

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	necessary. A section should be provided to show relationship with the building and level of projection. At this stage the applicant should be invited to provide amendments to address the concerns raised.

Simon Richard
Conservation Consultant – for Worthing ad Adur District Council
Date of Comment 17/11/25