

HERITAGE STATEMENT

Proposed Fascia Sign

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

1. Introduction

This Heritage Statement has been prepared in support of an application for advertisement consent for the installation of a new fascia sign at Unit 2 Worthing House, 6 South Street, Worthing. The application is made on behalf of NEO & BAR Nail Salon, a proposed nail and beauty salon business. The property is situated within the **South Street Conservation Area**, designated by Worthing Borough Council.

2. The Conservation Area

South Street with Chapel Road forms the central north-south axis of Worthing town centre, which developed significantly during the late 18th and early 19th centuries when Worthing gained a reputation as a fashionable seaside resort. The conservation area is characterised by a mix of historic commercial frontages along the principal retail and commercial thoroughfare of the town centre, with active ground floor uses contributing positively to the vitality of the street scene.

3. Description of Proposed Works

The proposal comprises the installation of a new fascia panel at ground floor level, finished in Forest Green, with flat individual non-illuminated letters fixed directly to the panel and finished in gold. The sign will display the business name "NEO & BAR" together with the company monogram logo. The overall fascia dimensions are 4,040mm wide x 740mm high, with a maximum projection of 200mm from the building face. The signage is associated with the proposed use of the unit as a nail and beauty salon, which represents an active commercial use appropriate to the town centre location.

4. Assessment of Impact on Heritage

The proposed fascia sign has been carefully designed to respect and complement the character and appearance of the South Street Conservation Area:

- The Forest Green colour is a traditional finish sympathetic to historic shopfronts and consistent with the established character of the conservation area.
- Gold lettering is a classic and restrained signage finish with a long history of use on commercial frontages and is entirely appropriate within a conservation area context.
- The sign is non-illuminated, avoiding any intrusive lighting impact on the historic street scene at night.
- The fascia is contained within the existing fascia zone and does not extend beyond the established building line.

- The proposed works are reversible and do not involve any alteration to the historic fabric of the building.
- The scale and proportion of the sign are subordinate to the shopfront and wider building elevation, preserving the visual hierarchy of the frontage.
- The introduction of a nail and beauty salon into the unit supports an active commercial use at ground floor level, consistent with the retail and service character of South Street and contributing positively to the vitality and viability of the conservation area.

5. Policy Compliance

The proposals comply with the following:

- **Section 72, Planning (Listed Buildings and Conservation Areas) Act 1990** — special attention has been paid to the desirability of preserving or enhancing the character and appearance of the conservation area.
- **National Planning Policy Framework (NPPF) 2023** — the proposals cause no harm to the significance of the designated heritage asset.
- **Worthing Borough Council Local Plan 2023** — the proposals are consistent with policies relating to shopfront design, advertisements, and active commercial uses within the town centre conservation area.

6. Conclusion

The proposed fascia sign for NEO & BAR Nail Salon is modest in scale, traditionally finished in Forest Green and gold, and non-illuminated. It will not cause harm to the character or appearance of the South Street Conservation Area and is considered to preserve and complement the historic street scene. The associated nail salon use supports an active and appropriate commercial use at ground floor level in keeping with the character of South Street. The proposals are fully compliant with national and local planning policy.