

Development Control – Delegated Officer Report

Application Number: AWDM/0425/26

Recommendation – APPROVE

Site: Lancing College Preparatory School At Worthing 122 Broadwater Road Worthing West Sussex BN14 8HU

Proposal: Advertisement consent to provide additional signage on 2 x existing free standing signs facing Sompting Avenue and Broadwater Road

Date of site visit: 09/04/2026

Neighbours checked: Y

Wider neighbour notifications: Y, site notice

Site and Surroundings

The site is located on the eastern side of Broadwater Road. The site is occupied by Lancing College Preparatory School. The school has accesses from both Broadwater Road and Sompting Ave.

The site contains a Grade II listed building with the following official list entry:

“BROADWATER ROAD 1. 5406 (East Side) Broadwater Broadwater Manor House TO 1404 16/48 11.10.49. II 2. Early C19. 2 storeys. 5 windows. White brick. Stringcourse above ground floor. The ground floor windows have semi-circular panels over them with keystones. Slate roof. Stuccoed porch probably later but containing original 8 panel moulded door. Late C19 addition to the east, addition and conservatory to the west.

The site is within Broadwater Conservation Area.

Proposal

Advertisement consent is sought to add additional signage to the two free standing signs adjacent to each entrance on Broadwater Road and Sompting Ave which were granted consent in 2024.

The replaceable event signage at the bottom would be reduced in height with a new middle section added above with the text “Explorer’s Corner Nursery and Pre-school”.

Relevant Planning History:

AWDM/0409/24: Installation of four non-illuminated freestanding signs. Permitted 23/05/2024

AWDM/1578/13: Retrospective advertisement consent for 1 no. signboard and 2 no. vinyl banner signs. Granted 10/02/2014

97/05110/ADV: RETROSPECTIVE APPLICATION FOR THE INSTALLATION OF VARIOUS NON-ILLUMINATED DIRECTIONAL SIGNS. Refused

Consultations:

None

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (2023)
Planning Practice Guidance
Broadwater Conservation Area Appraisal

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Amenity

The signage is on an existing sign and will not alter the overall appearance given that the temporary event signage is to be reduced to allow for the middle section. There will be no discernible difference in the scale of the signage area and will not affect visual amenity.

The signage is not illuminated so will not affect residential amenity. They are also not located as to affect light or outlook to any residents.

Public Safety

The signs are located to the rear of the school's boundary treatment where they will not cause an issue for pedestrians. The signs are not illuminated so won't cause a distraction for drivers.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

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

Case Officer: Louise Prew Date: 11/05/2026

Authorised by: Peter Barnett Date: 11 May 2026