

Name: Mr Andrew Cairns

Email:

Address: 91 Warren Road Worthing West Sussex

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Reasons for comment:

- Design
- Loss of General Amenity
- Other

Comments: 1) In 2025 Adur and Worthing Borough Council Planning Committee in response to retrospective application AWDM /0317/ 25 '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 '.

This approval was subject to a number of conditions, none of which was appealed by the applicant.

Condition number 8 (also referred to in the same document as Condition number 9) states 'The four signs located on the fence shall be removed in their entirety on or before 19th May 2026 and not be reinstalled at any time '.

Reason: In the interests of visual amenity in accordance with policy DM6 of the Worthing Local Plan.

Visual Amenity refers to the overall quality, pleasantness and attractiveness of the views and surroundings from a particular location, particularly focusing on the outlook from residential properties. It encompasses the visual experience of an area, including its character, scenic value, and the absence of intrusive, overwhelming or oppressive elements.

2) This second application seeks to overturn the application previously granted. Express consent is sought ' to agree an extended time period for the display of three of the four fencing signs. Although the applicant fully accepts that these signs are to be of a temporary nature, an extended time period for their display is sought to assist in the on-going marketing of the site to prospective care home residents and their families/carers'.

3) This application further states that ' Care homes typically take several years to reach full occupancy. Merriman Grange is currently at 40% occupancy , which is comparable to the take-up rate in Cinnamon's other new homes at this stage, but on-going marketing is required to establish full occupancy'. It is feasible to posit , as a result of experience at other new care homes ,that Cinnamon, as a company, knew from the outset that there would be lag before Merriman Grange achieved full occupancy. This lag could be of an indeterminate duration and was not quoted in their original application.

4) An assumption is being made that full occupancy is dependent upon the continued display of three of the four 3 meter by 1.5 meter advertisement hoardings. No evidence is produced that this will have the desired effect, that other methods could be more effective, or that full occupancy can be assured within any particular time frame. The Warren Road area is residential. It is not an industrial, business or commercial area. It cannot be ruled out that the sizeable hoardings detract from the otherwise well-presented care home. This could deter prospective residents and their families.

The other local residential care home in Offington Drive has one sign displayed in grounds as opposed to six proposed signs at Merriman Grange on Warren Road. Other more discreet ways of marketing should be explored by Cinnamon care

5) This application states ' There are no nearby dwellings that would be immediately affected by the proposed signage. The houses on the opposite side of Warren Road are set behind mature planting which limits any direct visibility'.

It is not the responsibility of neighbours to put in planting to obscure these advertisement placards. This is a tacit admission by the applicants that the signage has a negative impact on visual amenity.

6) The signs on the fence on a busy residential main road could be classed as a distraction to road users

7) As local residents we all hope for a 'Good Neighbour ' relationship with Merriman Grange but this application does not help to foster these sentiments.

8) For the reasons above I strongly oppose this application
