Expiry Date - 21/09/2026
Extension of time: 14/10/2026

Development Management – Delegated Officer Report

Application Number: AWDM/0878/26 Recommendation: – APPROVE

Site: 103 - 105 Broadwater Street East Worthing West Sussex BN14 9AW

Proposal: Advertisement consent for the installation of non-illuminated ATM surround signage

Application Number: AWDM/0877/26 Recommendation: – APPROVE

Site: 103 - 105 Broadwater Street East Worthing West Sussex BN14 9AW

Proposal: Installation of an ATM on the front elevation

Date of Site Visit: 06/08/2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings
The site is located on the northern side of Broadwater St East. The site relates to a convenience shop located on the north side of Broadwater Street East within a small parade of shops, a designated Local Shopping Parade. There are flats above the shops within the parade and other shops and flats opposite. The area surrounding the parade is predominantly residential.

Proposal
The application seeks planning permission for an ATM on the front elevation. The ATM would be surrounded by non-illumination signage for which advertisement consent is sought.

Relevant Planning History:
AWDM/0269/16 - Retention of ATM cash machine in shopfront (retrospective).
STATUS: Application Permitted 23rd May 2016.

AWDM/0270/16 - Display of internally illuminated advertisement signage and LED halo surround around existing ATM installed in shopfront (retrospective)
STATUS: Application Permitted 23rd May 2016.

Consultations

The Worthing Society: No response

Environmental health: There are no adverse EH comments for this application.

Neighbour Representations

No. of Objections 1

With reference to the planning permission for an outside ATM with illumination, I must object. I have lived at 111a for 20 years and the noise and unsocial parking related to the businesses has got bad over the last 5 years. There are only 11 parking spaces for the public use of these businesses and the attached photos will illustrate that. The residents seem to have been forgotten. Having a 24 hour illuminated ATM will add to the light source outside, add to the traffic and attract those late night people who need cash for their habits, and late night and early hour parking and possible noise, making the area worse. There are also the retirement flats next door. I own my property and it is I have to leave my children and due to the businesses lack of concern, I feel the property is now unsellable, so I object to any proposals that will make the situation worse. I don't like being here on Fridays and Saturday evenings because of the noise. Sorry if I got away from the matter in hand, but this gives an idea if what the area has become and explains more, my feelings and objection.

Officer's response: The signage is not illuminated. The applicant notes concerns with noise and traffic related to the ATM. It is recognised that there has been an ATM on site previously which was not objected to by environmental health.

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM24
National Planning Policy Framework (MHCLG 2026)
National Planning Practice Guidance

Planning Assessment:

The ATM machine would be located in the front elevation of the shop, which is within a small shopping parade where there is a mix of shopping uses. A previous application to retain an ATM was previously found acceptable. That ATM has been removed and a new one proposed to the eastern of the shopfronts. The principle is acceptable and the ATM would be of a similar design and appropriate within the shopfront.

Revised plans have been submitted removing the previously proposed grey laminate shopfront panels. The top half of the window would now provide clear glazing to ensure an active frontage.

There is no adverse impact on the Broadwater Conservation Area located to the west.

A neighbour has objected to the scheme in relation to illuminated advertisements and impacts of parking and noise. It is noted that the adverts aren't illuminated. It is not considered that the ATM would have a material impact on noise or parking at night. No objection has been received from the environmental health officer.

The non-illuminated advertisements are considered acceptable from a highway safety perspective and in terms of the impact on visual amenity, given the design of the existing shopfront and advertisements. There would be no adverse impact on residential amenity.

Recommendation:

APPROVE full planning permission subject to condition(s):-

1. Drawing Numbers
2. Standard time limit

APPROVE advertisement consent subject to condition(s):-

1. Drawing Numbers
2-6. Standard conditions

Informative

The Local Planning Authority has 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.

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

Case Officer: Louise Prew Date:12/10/2026

Authorised by: Peter Barnett Date: 12 October 2026