

Development Management – Delegated Officer Report

Application Number: AWDM/1551/25

Recommendation – APPROVE

Site: Grafton Centre Ten Pin Bowling, Marine Parade, Worthing

Proposal: Installation of 1 No. non-illuminated wall mounted sign

Date of site visit: 18/02/2026

Neighbours checked: Site Notice posted

Additional neighbour notifications: N

Site and Surroundings

The site is located on the northern side of Marine Parade. The sign relates to the Hollywood Bowl ten pin bowling whose entrance is from the west, set back to the north within the Grafton Centre building.

The site is not within a conservation area and does not contain any listed buildings or structures. However, the Lido, which is located on the southern side of Marine Parade and the promenade, is Grade II listed, and this area is also included in South Street Conservation Area.

Proposal

The proposed sign would be 4.7 metres wide and 1.175 metres tall.

The sign would be affixed to the structure immediately adjacent to the footpath and would notify people that the business is still open despite ongoing works to the Grafton car park, which has been closed following issues with the structure.

Relevant Planning History: None relevant

Consultations: None

Representations: None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM24
National Planning Policy Framework (2024)
National Planning Practice Guidance

Planning Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Policy DM6 (Public Realm) states that “*express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety*”.

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity

The signage would be in an area which is relatively free of advertisements as the main commercial activities are concentrated to the north on Montague St and to the east towards South St. There are some vinyls located on the Marks and Spencer windows to the east, but these are partly obscured by that businesses canopy. To the north, the entrance to the Hollywood Bowl also has some advertisements and Level 1 (bars/restaurant terrace) also has an advertisement on the main Grafton Car park building. As a result of the limited signage in the area, the applicant was asked to reduce the scale of the sign and position it between the uprights of the structure so that its impact would be minimised. This reduced the sign from 6 metres wide to 4.7 metres. They have also agreed to a three year temporary permission. While the sign is still large it is considered to be an appropriate size and located in an acceptable position. It will have no impact on the setting of the conservation area and listed Lido to the south.

The sign is not illuminated so will have no impact on residential amenity.

Public safety

The signage is not illuminated so will have no adverse impact on drivers. The signage is set above the pavement edge and is flat so it will not obstruct pedestrian movement. There are no concerns related to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-5

6. Three year consent
7. Approved plans

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? N

Case Officer: Louise Prew Date: 11/03/2026

Authorised by: Jo Morin Date: 12.03.2026