Expiry Date - 07/01/2026
Extension of Time -

Development Management – Delegated Officer Report

Application Number: AWDM/1426/25 **Recommendation: – APPROVE**

Site: **55 - 57 Rowlands Road Worthing West Sussex BN11 3JN**

Proposal: **Retention of automated teller machine. Retrospective application.**

Date of Site Visit: 25/11/2025.

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site, 55-57 Rowlands Road, is situated along a street containing a mixture of retail/commercial and residential uses. The application site consists of a ground floor shop currently operating as a mini market/off licence. It is red and green in appearance, contains an ATM (to which this application relates), and various imagery of food and beverages underneath the main shopfront signage.

The application site is identified as being located within a Medium Scale Local Centre (Rowlands Road).

The site is not a listed building and is not located within a conservation area. There are no Tree Preservation Orders affecting the site.

Proposal

Retrospective planning permission is sought for an automated teller machine (ATM) to the left-hand side of the shopfront main entrance. The ATM has been installed through an existing glazing panel as a through-laminate installation. This has been achieved by removing an existing glazing panel and installing a laminate panel with an aperture for the ATM face. The ATM is approximately 0.74m wide, and 0.64m in height.

Relevant Planning History:

No relevant planning history.

Consultations

None undertaken.

Neighbour Representations

None received.

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment:

There is no objection in principle to the replacement of features on shopfronts within commercial areas. They key considerations are the effects on the vitality and viability of the centre, and the visual and residential amenities of the locality, including how the proposal affects the character and appearance of the area.

Vitality and Viability of Centre

Policy DM13 sets out the policy requirements for development within Worthing's town centres. These centres are arranged in a hierarchy, with the application site located on Rowlands Road, which is identified as a Medium Scale Local Centre. Proposals within such centres are required to make a positive contribution to the vitality, viability and diversity of the centre.

The proposal is for the installation of an automated teller machine (ATM). There are a limited number of ATMs along this stretch of Rowlands Road, with the application site accommodating the only ATM identified within the immediate vicinity. As such, ATMs are not a dominant or over-represented feature within the street scene. The provision of an externally accessible ATM is considered to be beneficial to local residents and visitors, including older residents who continue to rely on cash-based transactions.

The proposal would therefore contribute positively to the vitality and diversity of this Medium Scale Local Centre by providing an additional service that meets local needs and encourages activity within the area. The presence of the ATM is also likely to support the viability of the centre by increasing footfall and encouraging linked trips, thereby supporting the continued operation of existing local businesses along Rowlands Road.

Visual Amenity

The application site is located within an area characterised by a range of commercial uses. The existing building features a brightly coloured shopfront with a high level of visual detail, including multiple images across the façade. The proposed ATM represents a minor alteration to the shopfront, measuring less than one metre in both width and height, and consisting of a laminate panel and an aperture for the ATM face. It is considered appropriate within its commercial context.

While the brightly painted shopfront surround, large, brightly-coloured shop window display posters and the solid red panel surrounding the ATM are conspicuous features, intended to the 'draw the eye', the metal-coloured ATM does not in itself appear visually intrusive or out of character with the surrounding commercial context.

Given the established commercial character of the street and the varied shopfront treatments present, it is not considered that the proposal would result in any detrimental impact on the street scene.

Residential Amenity

It is acknowledged that residential dwellings are located opposite the application site; however, these are separated from the site by the main highway. The nearest dwelling opposite the shopfront is located more than 18 metres away. As such, any increase in activity at the shopfront associated with use of the ATM would not have a detrimental impact on the residential amenity of these occupiers.

In respect of the residential dwellings located above the application site, these units are already subject to noise and activity associated with an existing commercial use. The proposed ATM would result in only a very minor increase in activity and associated disturbance, which would not be significant or severe.

Overall, the proposal would not result in any adverse impacts in terms of light, privacy, or unacceptable levels of noise or disturbance to nearby residential dwellings.

Recommendation:

APPROVE subject to condition(s):-

1. Drawing Numbers
2. Standard time limit

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: Tom Westerman Date: 23/12/2025

Authorised by: Jo Morin Date: 02.01.2026