

Adur and Worthing Councils
Development Management
Place Directorate
Worthing Town Hall
Chapel Road
Worthing
West Sussex
BN11 1HA

26th May 2026

Dear Sir/Madam,

CLUB PADEL, FISHERMANS WHARF, BRIGHTON ROAD, SHOREHAM-BY-SEA – ADVERTISEMENT CONSENT

We write in relation to new padel centre being developed by Club Padel at Fishermans Wharf.

Planning permission was granted, initially under application AWDM/1228/25 and subsequently under application AWDM/0220/26. A further application to extend the permissible opening hours is currently under consideration (reference AWDM/0615/26).

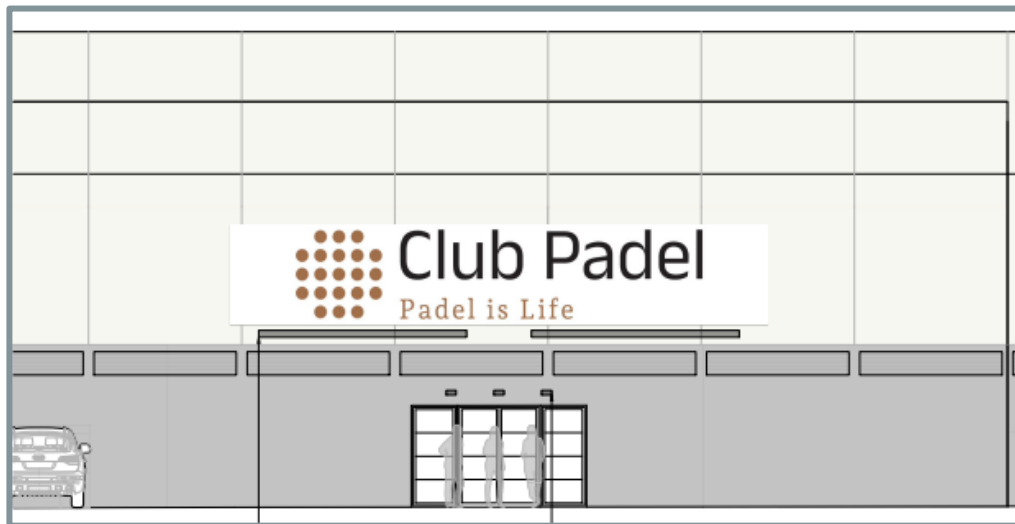
The latest planning consent (AWDM/0220/26) showed the position of proposed signage and included the approval of all relevant external lighting, however due to the size and illumination of the building's main signage advertisement consent is also required.

For planning purposes an 'advertisement' is defined under Section 336 (1) of the Town and Country Planning Act 1990 (as amended) as any:

"word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction"

PROPOSED WORKS

A single sign is proposed over the main entrance of the new building. The sign will measure 11.5m by 2m.



Proposed Signage

As shown above, the size of the entrance sign is proportional to the building as a whole and will enable the business to be identifiable from the public highway (over 50m to the north).

The signage will be a decal/vinyl graphic affixed to the external structure with a weather-resistant adhesive.

The signage will be uplit by 2no 4572mm 3000K warm white LED uplights (in black) that have already been approved through the planning process.

JUSTIFICATION

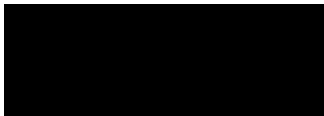
Express consent is required as the proposed signage would be illuminated and exceeds the allowances under Class 5 deemed consent (advertisements on business premises). The external signage is necessary to identify and promote the business and ensure its visibility from the road.

As the signage will be a vinyl graphic and firmly affixed to the main structure of the building there are no relevant public safety considerations.

The signage is appropriate in design, size and content and will not result in any amenity concerns. The external lighting has already been granted planning permission.

Any other external signage required (such as directional and internal signage) is expected to fall within relevant categories granted deemed consent.

Yours faithfully,



Joseph Pearson MRTPI

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