

Development Management – Delegated Officer Report

Application Number: AWD/0144/26 Recommendation: APPROVE

Site: Merriman Grange 102 Warren Road Worthing West Sussex BN14 9QX

Proposal: Advertisement consent for the 3no. temporary boards on fence fronting Warren Road (approved until 19 May 2026 under AWD/0317/25) to be retained for a further year until May 2027

Date of Site Visit: 27/03/2025

Neighbours Checked: Y

Additional neighbour notification: N

Site and Surroundings

The site is located on the northern side of Warren Road, the A24/A27. The site contains a large, recently completed, part three- part four--storey care home. Adjacent to the site to the east is a bridleway.

This section of the A27 is predominantly residential in character and is a single carriageway. Further to the east towards Lyons Farm retail park the character is more commercial and the road becomes a dual carriageway.

Proposal

The proposal relates to the temporary signs affixed to the fence. The application seeks to retain three signs for an additional year until May 2027. The signs were granted previously with a condition that they must be removed by 19 May 2026.

Planning history

AWD/0317/25 - Display of 2 no. non-illuminated monolith signs; 1no. flagpole sign;. 1.no lettering sign on the front elevation of the building; and temporary 4no. non-illuminated boards on fence (retrospective application).

STATUS: Application Permitted 19th May 2025.

Consultations

None

Representations:

Three objections received:

Mr David Langley 97 Warren Road Worthing West Sussex BN14 9QU

I object to the application to retain "temporary" boards on fence fronting Warren Road.

The following is an extract from my previous email to WBC planning office regarding the development of Merriman grange.....

"We have no particular objection to the large (5 x 1.5 meter) billboards on the boundary fence provided these are only to be displayed for an agreed limited time period during the initial opening phase of the care home."

That seemed to be reasonable position, given that I live directly opposite the care home.

The signage was initially installed without planning permission & the planning department's granting of retrospective permission seemed a fair compromise at that time.

The benefits of advertising on a busy trunk road are obvious in terms of marketing & free publicity. But large adverting hoardings detract from the road & are intrusive when you live in their vicinity. Warren road is and always has been a residential road.

I have seen the message on the signage change since installation from...

"OPENING SOON", to "NOW OPEN", to "VISIT US TODAY".

A year on, the signage has served its purpose. An application to extend is a cynical attempt to achieve ongoing marketing publicity. I emphasise once again, this is and always has been a residential area. Large multiple advertising boards might be appropriate in a business park or an industrial estate. But not on a residential road. If the planning department extends this permission for a further year, it defeats the purpose of the imposition of a time limit in the first instance & encourages future extensions.

I ask the planning department, please stick with your original reasonable and considered decision. Do not grant a further extension.

Mr Andrew Cairns 91 Warren Road Worthing West Sussex BN14 9QU

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

Mrs Wendy Langley 97 Warren Road Worthing West Sussex BN14 9QU

AWDM/0144/26

I object to the proposal to retain the advertising hoardings on the south facing boundary fence Merriman Grange. 102 Warren Road, Worthing.

The large advertising boards were erected without planning permission & were granted retrospective permission for a limited time during the opening phase of the care home. The hoardings are intrusive. They were never appropriate for a residential road & are an unnecessary distraction to traffic.

If planning permission is granted for a further year it defeats the object of the time limited permission granted in 2025 & will encourage ongoing applications for extensions on an annual basis.

As a resident who lives directly opposite Merriman Grange I am impacted more than most. The applicant was granted permission for a year. That time has now expired. I urge you to refuse this application.

Relevant Planning Policies

Worthing Local Plan 2023: Policies DM5, DM6, DM15

County Highways Internal Guidance Note Illuminated Adverts Standing Advice (March 2025)

National Planning Policy Framework (December 2024)

Planning Assessment

Principle

In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 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”.

Amenity

The three fence signs are temporary in nature. There are currently four signs but consent is sought to retain three of them for an additional year to May 2027 to help advertise the business to prospective residents. The previous application allowed these fence signs for one year which was the time period sought as part of the previous application. The southernmost of the four signs will be removed in line with the previous consent.

Objectors have noted that the area is residential and that the signage should be more discrete. The objectors have raised concerns that there is a proliferation of signage which is not in keeping with the residential character of the area likening the signage to a business park. While it is recognised that this is a predominantly residential area, the development is a business and signage is appropriate for advertisement purposes. The site is not in a conservation area and does not affect the setting of any listed buildings.

Objectors have also stated that it is not known whether the signage is the best way of advertising rooms. This is not a matter that can be considered within this application.

The signs are not illuminated so would not have a detrimental impact on the residential amenity of neighbouring occupiers.

It is considered that extending the time period for an additional year to allow for marketing purposes is reasonable. The time limit will be conditioned accordingly.

Public Safety

The signage is located within the site boundaries. They are not illuminated nor in positions where they will distract drivers or be an obstacle for pedestrians. The signage is considered to have no adverse impact on public safety.

Recommendation

APPROVE

Subject to Conditions:-

1-5 Standard advertisement conditions

6. The three signs hereby permitted shall be removed in their entirety on or before 19 May 2027 and not be reinstalled at any time.

7. Approved plans

8. Signs to remain non-illuminated

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

1. Approved without amendment

Case Officer: Louise Prew Date: 07/04/2026

Authorised by: Peter Barnett Date: 8 April 2026