42 Marine Parade – Policy Designation Statement

Planning application AWDM/0673/26 · October 2026

1. Purpose

This statement sets out the planning policy designations that apply to the ground floor of 42 Marine Parade, Worthing BN11 3QA, under application AWDM/0673/26. It responds to the policy advice in the case officer's email of 5 October 2026, which states that the site is within the Town Centre Seafront Area and therefore requires extra consideration.

We accept that the site is within the Town Centre Seafront Area. This statement shows precisely which designations apply, and which do not, so that the proposal is assessed against the correct policy tests.

2. The site

No. 42 is an end-of-terrace building on the north side of Marine Parade. The ground floor is the vacant former bar (sui generis), last trading as Roots Cocktail Bar until September 2025. The upper floors contain four flats: a one-bedroom flat (rear) and a two-bedroom flat (front) on the first floor, a one-bedroom flat (rear) on the second floor, and a three-bedroom flat with one bedroom on the second floor and two in the loft conversion. Each flat is self-contained, with its own council tax band and utility supplies. The proposal is to change the ground floor to two one-bedroom flats (C3) with bin and cycle storage.

3. Designations on the Town Centre Insert Map

The Worthing Local Plan 2023 Town Centre Insert Map places No. 42 within the Town Centre Seafront Area only. It is not within any Primary or Secondary Shopping Frontage. The position is shown in Figure 1.

Designation (map key)	Applies to No. 42?	Comment
Town Centre Boundary	Yes	Site is within the town centre
Town Centre Seafront Area	Yes	Strip along the north side of Marine Parade
Primary Shopping Frontage	No	Applied to South Street and Montague Street blocks to the north
Secondary Shopping Frontage	No	Applied to the block at Bath Place, immediately north-east

Designation (map key)	Applies to No. 42?	Comment
Conservation Area	Yes	South Street Conservation Area

4. What the Seafront Area designation requires

The designation requires a change of use to be justified; it does not prohibit one. Policy SS3(e) supports active and vibrant uses along the seafront, and DM13 c) iii) says eating, drinking and leisure uses there will be retained and encouraged; paragraph 5.184 adds that the approach seeks to resist their loss.

> **SS3(e):** "Ensure that the Town Centre and seafront are one integrated and linked destination. Active and vibrant uses along the key Town Centre seafront area will be supported."
>
> **DM13 c) iii):** "Town Centre Seafront Area - proposals that help to maintain and enhance an active and vibrant seafront will be supported. Eating, drinking and shopping together with appropriate cultural and leisure uses will be retained and encouraged. However, uses such as takeaways and uses with closed and inactive street frontages will be resisted, particularly where they cause or contribute to an over-concentration of such uses."

"Resisted" sets a high bar, not a ban. The case officer's own advice accepts this: compliance must be evidenced and has not yet been assessed. The evidence is provided in the accompanying marketing report and representation. This statement deals only with which designations apply.

5. No shopping frontage designation

Policy DM13 divides the Primary Shopping Area into three frontage categories: Primary Shopping Frontage, Secondary Shopping Frontage and the Town Centre Seafront Area. No. 42 is in the Seafront Area category only; it is in neither shopping frontage.

The Council applied frontage protection to the shopping streets north of the site and to a block close by to the east, but chose not to apply it to No. 42. The 65% retail-retention test for Primary Shopping Frontage (DM13 c) i)) and the Secondary Frontage test (c) ii)) therefore do not apply. The relevant test is c) iii), which supports active uses on the seafront and resists uses with closed and inactive street frontages. It sets no marketing period or viability test.

6. Character of the immediate frontage

The terrace is residential in character. A survey on 7 October 2026 found no shops on it: flats occupy the upper floors from No. 37 to No. 42, No. 41 (Oyster Court) is six flats from ground to second floor, and the only commercial uses are two bars (one closed in

September 2026) and a dental practice. The Worthing Society's response of 4 July 2026 noted other buildings in the terrace without commercial ground floors and found no adverse effect on the conservation area.

Address	Ground floor (survey, 7 Oct 2026)	Upper floors
42 (application site)	Vacant former bar, to let since Oct 2025	Four flats
41, Oyster Court	Residential: six flats from ground to second floor	Flats
40	Soundcheck bar, trading; residential entrance to the flats above	Flats
37–39	Cove Bar & Lounge, closed Sept 2026; residential entrance to the flats above	Flats
36	Marine Parade Dental Practice (healthcare)	Not confirmed

No. 42 is the end of the terrace. To its west is the pedestrianised Montague Place, redeveloped by the Council, and beyond it, about 50 metres away, Beaulieu Court (No. 43), a block of ten flats. Of the 28 addresses the Council notified on 18 June 2026, 25 are flats.

Dated photographs and a unit-by-unit schedule are in the enclosed Frontage Survey and Photographic Record (7 October 2026).

7. Conclusion

No. 42 is within the Town Centre Seafront Area and the conservation area. It is not within any Primary or Secondary Shopping Frontage, and it sits on a terrace that is residential in character, with no shops at ground floor.

The designation means the loss of the bar use must be justified by evidence. It does not rule the change out. The evidence that justifies it is set out in the accompanying representation and marketing report.

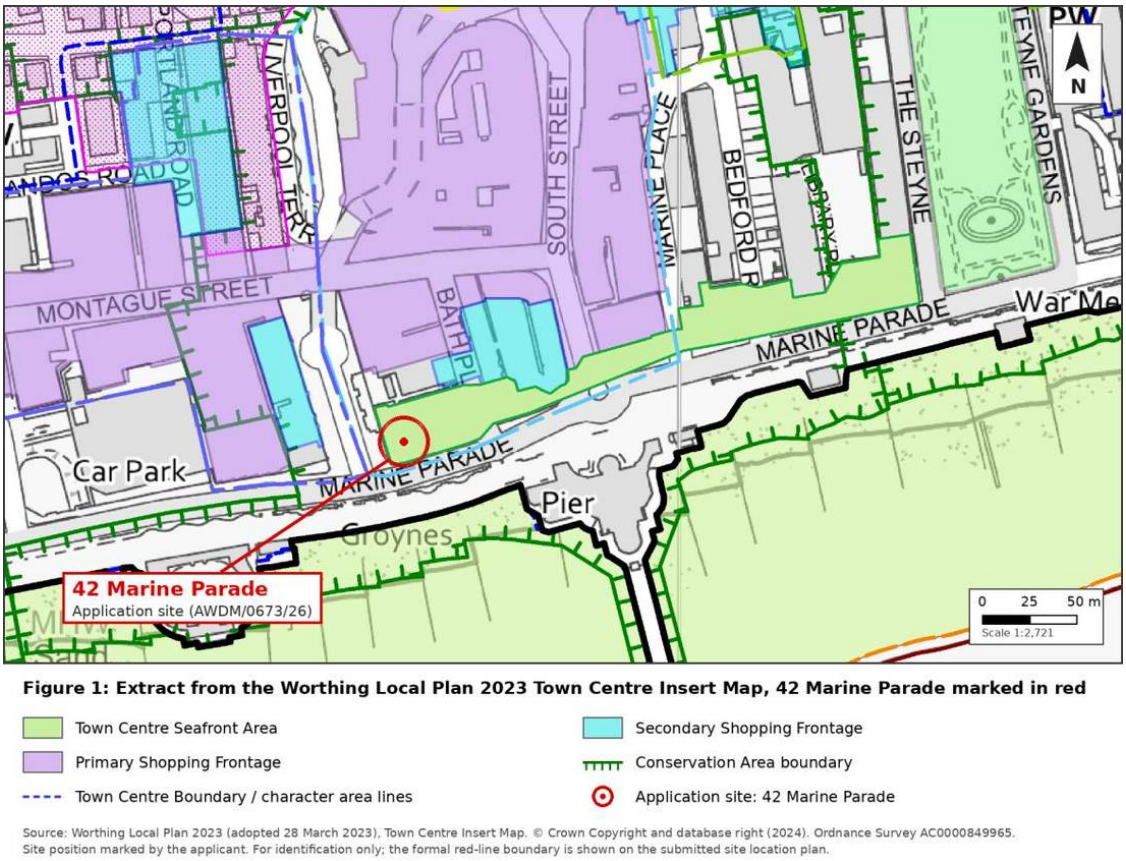


Figure 1: *Extract from the Worthing Local Plan 2023 Town Centre Insert Map, No. 42 Marine Parade marked in red, with key, north arrow and 50 m scale bar (prepared 6 October 2026).*

Source: Worthing Local Plan 2023 – Town Centre Insert Map

Signed: [redacted]

Matthew Naish, Deadspace Designs, agent for Deadspace Developments Ltd

Date: 12th October 2026