

Development Management - Delegated Officer Report

Application Number: AWDM/0682/26 Recommendation – Approve

Site: Fishermans Wharf, Brighton Road, Shoreham-by-sea

Proposal: Advertisement Consent for externally illuminated fascia sign on north elevation of proposed padel courts canopy

Date of site visit: 2 June 2026

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

Planning permission was granted at the end of last year for the temporary use (5 years) of the site as a padel centre (AWDM/1228/25). Permission was subsequently granted earlier this year for minor amendments (AWDM/0220/26). A current application seeks permission to extend the opening hours and is still under consideration (AWDM/0615/26).

This application seeks consent to display an externally illuminated fascia sign on the north elevation of the canopy covering the courts.

The sign will measure 11.5m by 2.5m and will sit over the main entrance doors. The covered court structure will be 75m wide overall. It will face the road and will not be visible from the south side of the river.

The sign comprise vinyl graphics applied to the canopy and states: Club Padel, Padel is Life plus a logo.

It will be illuminated externally by an uplighter at a luminance level of 88cd/m².

Relevant Planning History

AWDM/1228/25 - Temporary use of land as padel centre comprising six covered courts with associated changing rooms, cafe/retail/reception area, car and cycle parking – approved

AWDM/0220/26 - Application to approve/vary details pursuant to conditions 6 (Construction Management Plan), 9 (canopy details), 10 (Surfacing Details), 12 (surface water drainage), 13 (landscaping), 14 (verification plan), 15 (external lighting) and 16 (foul drainage) of Approved AWDM/1228/25.
ORIGINAL DESCRIPTION: Temporary use of land as padel centre comprising six covered courts with associated changing rooms, cafe/retail/reception area, car and cycle parking – approved

AWDM/0615/26 - Application to Vary Condition 1 (Approved Plans), 3 (hours) and 8 (cycle parking) of previously approved AWDM/1228/25. Amendments:

to extend opening hours to 6am - 11pm Mon to Sat and to 7am - 7pm on Sundays and provision of 12no. cycle parking spaces.
ORIGINAL DESCRIPTION: Temporary use of land as padel centre comprising six covered courts with associated changing rooms, cafe/retail/reception area, car and cycle parking – still under consideration.

Consultations

None

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (2024)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Amenity

The signage is large but is not considered to be excessive when seen in context with the size of the canopy. There are also other similarly large signs on the Halfords and B&Q warehouses opposite the site and at the Cinch storage site next door. The luminance level of 88cd/m² is quite low and is acceptable for this area.

It is recommended that the illumination is switched off outside of the opening hours.

It is not considered that the sign will be obtrusive or cause harm to the appearance of the building or the surrounding area.

Public safety

The signs will not result in a risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Standard advert conditions and
2. Approved Plans
3. Signs to be switched off outside of operating hours

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

Case Officer: Peter Barnett

Date: 22 July 2026

Authorised by: Jo Morin

Date: 22.07.2026