



Dear Sir/Madam,

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SENT BY EMAIL

Our Ref 18276

3 February 2026

MERRIMAN GRANGE, WARREN ROAD, WORTHING

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

PLANNING PORTAL REFERENCE: PP-14673792

We write on behalf of Worthing Care Home Limited (the applicant) in support of an application for consent to display advertisements at Merriman Grange Care Home in Warren Road, Worthing. The application seeks consent to display three fencing advertisements that front Warren Road for an extended time period.

Accompanying this planning application is the following documentation:

- Application Form
- Covering Letter
- Drawing PL001 Rev B– Site Location Plan
- Drawing 1120 Rev PL2– Site Layout Plan (showing position of advertisements)
- Drawing 1121 Rev PL3 - Site Layout Plan (showing position of advertisements)
- External Signage Brochure (containing measurements of advertisement)
- The requisite fee of £168 (plus £85 admin charge)

The proposed signage is located at the Merriman Grange care home site which was granted planning permission in September 2020 under application AWDM/0769/20. The building has since been completed as approved. The original planning permission did not include details of any proposed outdoor advertisements required to promote the care home business or to assist in wayfinding. An application for advertisement consent was therefore issued to the Council and consent was granted (retrospectively) on 19 May 2025 under application AWDM/0317/25 for the display of the following signage:

1. Two monolith signs (unilluminated), positioned either side of the entrance drive to the care home.
2. Four fencing boards which are erected at regular intervals on the fencing that fronts Warren Road.
3. One flagpole sign positioned adjacent to the frontage to Warren Road.
4. Gold metallic lettering displaying the name of the care home on the entrance frontage.

Condition 8 of the consent requires that the four signs located on the fence shall be removed in their entirety on or before 19 May 2026 and not be reinstalled at any time. The reason for the condition is to protect visual amenity in accordance with policy DM6 of the Worthing Local Plan.

This current advertisement application seeks 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. Care homes typically take several years to reach full occupancy. Merriman Grange is currently at approximately 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.

Consent is therefore sought to display the sign for a further 12-month period from the current expiry date (i.e. until 19 May 2027). The applicant confirms that all three fencing advertisements will be removed in full on or before 19 May 2027.

The application is made retrospectively and no changes to the positioning or the design of the advertisements is proposed. However, following discussions with officers prior to the submission of this application, it is proposed that the number of signs be reduced from 4 to 3 at the end of the current expiry period. Therefore this application relates only to the three signs positioned closest to the care home entrance.

Images of the signs for which permission is sought are shown below:



Figure 1: Temporary signs on front wall (looking south-east)



Figure 2: Temporary signs

In assessing application AWD/0317/25, the Council have previously determined that the signs are acceptable in terms of their visual, amenity and highways impacts, subject to the timing restriction imposed. There has been no material change in site context, signage design, or policy position since consent was granted and the current proposal represents a reduced signage quantum.

Therefore, allowing three of the four signs to remain in place for a further 12-month period will not cause material harm in the context of the relevant policies set out in the NPPF (paragraph 141) and the Worthing Local Plan (Policy DM6) for the following reasons:

- The signs are constructed of high-quality, durable materials; they will not be illuminated, and they will be read against the backdrop of taller vegetation that lies immediately to its rear of the

frontage wall. As such they would not be an overtly prominent feature within the street scene. The reduction in the number of signs further ensures that there would not be a proliferation of signage on the site over the temporary period. The applicant will ensure that the advertisements are maintained in a clean and tidy condition for the duration of the consent.

- 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.
- The proposed signs lie outside of the visibility splays for vehicles entering and exiting the site and they would not therefore hinder vehicular or pedestrian movements.

In summary, the display of the proposed advertisements for the extended time period would not have an adverse impact on visual or residential amenity interests or upon highways and pedestrian safety. The proposal represents a modest, time-limited and reduced form of signage that continues to comply fully with national and local policy objectives.

Should you have any queries in respect of this submission please do not hesitate to contact me.

Yours sincerely,

Adrian Kearley
Director