Expiry Date - 26/08/2025

Development Management – Delegated Officer Report

Application Number: AWDM/0806/25 Recommendation – APPROVE

Site: 331 Brighton Road Worthing West Sussex BN11 2HP

Proposal: Retrospective Advertisement Consent for non-illuminated signage on Jetwash enclosure; and Burger King signage consisting of 6 x fascia or wall internally illuminated signs

Date of site visit: various

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a petrol filling station, associated shop and fast food drive thru on the north side of Brighton Road (the seafront), with Brooklands car park and park to the east and residential development to the north and west.

The sales building is situated at the eastern end of the site, with drive-thru beyond this. The petrol pumps and canopy are located towards the western part of the site, with customer car parking in front of the shop. Hand car wash facilities are on the west side of the site.

The western boundary with Seamill Park Avenue is marked with a brick wall, with some shrubs on the inside of the wall.

Large acoustic timber fences bound the north and east boundaries of the petrol station, with the northern fence separating the existing site from the residential properties to the north.

Proposal

The proposal is retrospective and has been amended since originally submitted to reduce the number of vinyls and internally illuminated logo on height restrictor.

Advertisement Consent is sought for:

Vinyl applied to the jet wash facility, these comprise:

Two panels to the south elevation H and I), two panels to the east elevation (facing into the site) (L and M), further panel on south elevation facing into the site (K). Grey panels to west and north elevations (N and O).

Sign A - Fascia sign 1.075m high x 3.93m wide , 3.8m from the ground with letters 45cm high with internally illuminated letters, brown background with white letters.

Illuminated level 300cd/m static

Sign B- Fascia sign 1.075m high x 4.842m wide , 3.8m from the ground with letters 65cm high with internally illuminated letters, brown background with BK logo.

Illuminated level 300cd/m static

Sign C- Other sign- 1.2m high x 1.105m wide , 1.5m from the ground with letters/symbols 1.2cm high with BK logo.

Illuminated level 300cd/m static

Sign D Fascia sign 1.075m high x 2.75m wide , 3.8m from the ground with letters 45cm high with internally illuminated letters, brown background with BK logo.

Illuminated level 300cd/m static

Sign E- Other sign 0.475 high x 1m wide , 1m from the ground with letters 0.425

Illuminated level 300cd/m static

Sign F- Fascia Sign 1100 high x 3.1 wide , 3.8m from the ground with letters 0.8cm high with internally illuminated letters, brown perforated day/night vinyl (shown brown in the day and white at night) (drive thru' sign)

The fascia and other signs would be located on the building and entrance to the drive thru'.

The vinyl signs would be located on the car wash facility.

Relevant Planning History:

Redevelopment of the site was permitted in 2003 (reference 03/00817/FULL - *Demolition of existing structures / buildings and removal of existing underground tanks. Redevelopment to provide new forecourt, (canopy, pumps, underground tanks), Class A1 sales building, ATM, car-wash, car care facilities, car parking, landscaping and revised access. (Re-submission of previously refused application WB/02/01304/Full).*

The '*installation of various internally illuminated signs'* was permitted in 2003 (03/01297/ADV refers).

Permission was granted in January 2019 for *'Relocation of ATM to west elevation of building for Brooklands Service Station and installation of full-height glazing to south and west elevations to facilitate new internal cafe area with seating'* (AWDM/1758/18).

Permission was granted in May 2019 for *'Installation of replacement of 4 no. internally illuminated fascia signs, 1 no. updated internally illuminated Totem sign'* (AWDM/0515/19).

An application was submitted in November 2020 for *'Installation of 8no. new electric vehicle chargers with canopy and associated infrastructure. New 2.4m high timber compound to be installed'*. This application was withdrawn in March 2021 (AWDM/1825/20) due to concerns regarding the proposed location of the development on undeveloped land to the north of the petrol station compound and its impact on the residential amenity of nearby houses.

AWDM/1342/20- Installation of 2No. Jet Wash Machines and associated works- Approved

AWDM/0678/21-Installation of 8no. new electric vehicle chargers with canopy and associated infrastructure. New 2.4m high timber compound to be installed- Refused:
The proposed development on land to the rear of properties in Seamill Park Avenue would constitute an unneighbourly form of development and result in a loss of residential amenity. In particular, the commercial use of this undeveloped land by virtue of vehicle movements, lighting and general activity would be detrimental to the amenities of residents of Nos. 2-6 Seamill Park Avenue. As such, the proposal is contrary to Saved Local Plan Policies H18 and RES7, National Planning Policy Framework paragraph 127, and Submission Draft Worthing Local Plan Policy DM5.

AWDM/1586/23- Extension of existing sales building to accommodate a new 'food-to-go' including drive-thru, removal of car wash, provision of two jet washes and relocated car care bay, reconfiguration of car parking, new bin store and associated works- APPROVED

AWDM/1138/24- Proposed free-standing internally illuminated D6 Small Format Advertisement Display- Consent

Consultations:

None undertaken

Representations

Objection have been received from 2, 4, 11, 14, 16 Seamill Park Avenue and 23 Onslow Court Brighton Road on the following grounds:

1 The signs are obtrusive and overwhelming in a residential area
2. The signs will impact on the character, culture and amenity of the area.
3. The vinyl's are tacky and out of character
4. The signs significantly increase the area of signs on the site
5. The size and number of the proposed illuminated signs will create light pollution and be detrimental to the health and the wellbeing of humans and wildlife
6. Distraction to motorists
7. Inadequate notification of neighbours has taken place

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment

The NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

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".

Visual Amenity

The building sits in a prominent position on the seafront, clearly visible from public vantage points to the west, south and east (including from the beach).

The site is an established business on a busy road; there is residential to the north and west of the site.

The site currently includes a partly illuminated totem sign near to the corner of Brighton Road and Seamill Park Avenue. There is also signage and some illuminated elements to the forecourt and shop/kiosk.

The 'Burger King' signs would be situated across the site and provide branding and signage for the approved drive thru. The signs are predominantly on the building and provide direction for customers.

The proposed 6 additional fascia boards and other signage will be prominent and will introduce further signs for this garage and approved drive thru'. It is appreciated that the garage site is primarily on the edge of residential development and with a park to the east and coastline to the south. The signage which is retrospective would however be within the site and relate to the existing commercial development. They would be close to existing signs, and although providing additional signage on site, in its context they would not have an impact on the amenity of the site or the surrounding environment.

The vinyls are situated to the car wash on the eastern half of the site, they are prominent and garish and were considered excessive for the site. The application has been amended to reduce the number of vinyls and provide a blank elevation to the residential development along Seamill Park Avenue.

The type, design and size of adverts is acceptable in context with its purpose and the proposal would not have any adverse impact on the visual amenities of the locality.

Residential Amenity

The nearest properties are the residential dwellings to the north and west.

No.2 Seamill Park Avenue sits to the north of the site, adjacent to the forecourt and petrol filling canopy. The concerns raised by the occupier of this property are understandable, given the proximity of this property to the site.

This is an established site with illuminated signage to the totem and illuminated elements to other signage on the site. The nearest sign , sign G , has now been removed from the scheme this was considered to have a detrimental impact on amenity for No 2 Seamill Park Avenue being immediately at the rear of their garden. The nearest sign is now Sign F on the corner of the building with directional arrow at 3m in height.

The boundary with No 2 Seamill Park Avenue comprises a fence over 2m in height. The fascia sign (F) is set off the boundary and on the fabric of the existing building, it would be at an angle and with other lighting and signage to the garage forecourt it is not considered it would cause detrimental loss of amenity or light spillage for this property.

Further properties to the north of No 2 Seamill Park Avenue and to the west of site would also have potential to view the signs, but at a further distance and in view of existing uses and signage the current scheme would cause detrimental visual amenity to these properties.

It is however considered that a condition should be included to require that the illumination is switched off at night in order to protect their amenities, a previous application AWDM/1138/24for illuminated signage on the site was subject to a condition switching off the lights between 11pm and 6am, to accord with the

opening hours of the premises, this is also considered appropriate for this signage.

Given the size and level of illumination it is not considered that the proposed advertisements would be harmful to the visual or residential amenities of the area, subject to a condition to restrict the hours of illumination

Highway safety

The factors relevant to public safety include such matters as the safety of Persons using any highway, and/or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

Local residents have raised concerns that the signage would impact on drivers using the highway and would be a distraction. It is appreciated that these sign would be visible however, in view of existing signage and commercial nature of the site and the different uses taking place a reason for refusal on this basis could not be sustained on this site.

Recommendation

APPROVE subject to Standard Conditions 1-6:-
7. Approved plans
8. Hours of illumination limited to 6am until 11pm
9. Illumination levels as stated
10. Removal of signs not subject to consent by 10.02.26

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

Case Officer: Jackie Fox Date: 09.12.25

Authorised by: Louise Prew Date: 17/12/2025