



WORTHING BOROUGH COUNCIL

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ADVERTISEMENT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATION 2007

APPLICATION NUMBER: AWDM/0761/25

On behalf of Wildstone Estates Limited

In pursuance of their powers under the above-mentioned Act and Order the Council hereby REFUSE EXPRESS CONSENT to the following display of (an) advertisement(s).

Advertisement Consent for freestanding internally illuminated digital billboard

Unit 1 Red Square Retail Park 194 Sompting Road Worthing

as shown on Plan and Application No. AWDM/0761/25 submitted to the Council on 11/06/2025.

The reasons for the Council's decision to refuse to permit the development are stated on the schedule overleaf.

Gary Peck
Planning Services Manager
16/07/2026

SCHEDULE

Reasons for Refusal

01. The proposed digital LED billboard sign, which would display multiple static advertisements on rotation would, by reason of its size, design, positioning, location, and illumination, represent an unduly prominent and discordant form of advertisement out of keeping with the character and appearance of the streetscene and would result in adverse cumulative impacts when viewed in combination with existing signage. As such the proposal is contrary to policies DM5 and DM6 of the Worthing Local Plan and the relevant paragraphs of the National Planning Policy Framework.
02. Insufficient information has been provided to determine whether the application would have an unacceptable impact on the safety, reliability and/or operational efficiency of the strategic road network contrary to policy DM15 of the Worthing Local Plan and chapter 9 of the NPPF.

Informatives / Notes to Applicant

01. For the avoidance of doubt this refusal relates to the following drawings/plans:-.

Reference/Drawing Number	Version	Date Rec
Technical Approval of Highway Structures Certificate		12.02.2026
ROAD SAFETY RISK ASSESSMENT	415.065178.00001R0.02	19.01.2026
APPENDIX J. MODEL FORM OF CERTIFICATE	CG 300 VERSION 0.2.2	15.04.2026
RED SQUARE CALCS	14979 REV 01	15.04.2026
SCREEN SUPPORT FRAME PLAN & SECTIONS	14979 001 REV C1	15.04.2026
SCREEN SUPPORT FRAME FOUNDATION PLAN, BASEPLATE & BRACKET DETAIL & ELEVATION	14979 001 REV C1	15.04.2026
LOCATION PLAN	16283 PA 01	11.06.2025
EXISTING SITE PLAN	16283 PA 02	11.06.2025
PROPOSED SITE PLAN	16283 PA 03	11.06.2025
EXISTING & PROPOSED ELEVATIONS	16283 PA 04	11.06.2025
COLLISION DATA & ANALYSIS	415.065178.00001R0.01	08.09.2025
SUPPORTING STATEMENT COVER LETTER	JR/93456	11.06.2025
SIDE-BY-SIDE D-POSTER DETAILS	Appendix 1	11.06.2025
LIGHTING CONDITIONS Shts1-5	Appendix 2	11.06.2025

02. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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YOUR ATTENTION IS DIRECTED TO THE FOLLOWING NOTES FROM THE ABOVE ORDER. THEY ARE FOR INFORMATION ONLY AND DO NOT PRETEND TO SET OUT THE WHOLE OF THE LAW ON THE SUBJECT. IT WOULD BE WELL FOR YOU TO CONSULT YOUR SOLICITOR IF YOU ARE IN ANY DOUBT

Appeals to the Secretary of State

1. Where, on application being made for consent under these Regulations, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State.

Provided that the Secretary of State shall not be required to entertain an appeal under these Regulations if it appears to him, having regard to the provision of these Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.

2. Any person who desires to appeal under these Regulations within eight weeks from the date of receipt of notification of the Local Planning Authority's decision, or such longer period as the Secretary of State may allow and shall furnish to the Planning Inspectorate a copy of the following documents:-

- (i) the application made to the Local Planning Authority;
- ii) all relevant plans and particulars submitted to them;
- (iii) the notice of the decision; and
- (iv) all other relevant correspondence with the Authority.

(The Planning Inspectorate is an Executive Agency in the Office of the Deputy Prime Minister).

3. Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000
4. The Secretary of State may, if he thinks fit, require the applicant or the Local Planning Authority to submit within a specified period a further statement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further statement, the Secretary of State is satisfied that he is sufficiently informed for the purpose of reaching a decision as to the matters to which the appeal relates, and with the agreement in writing of the Appellant and the Local Planning Authority, he may decide the appeal without further investigation; but otherwise the Secretary of State shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Secretary of State for the purpose.
5. Where an appeal is brought under these Regulations from a decision of the Local Planning Authority the Secretary of State may allow or dismiss the appeal or may reverse or vary any part of the decision of the Local Planning Authority, whether or not the appeal relates to that part, and deal with the application as if it had been made to him in the first instance.
6. Where the Local Planning Authority fails to notify the applicant within eight weeks from the date of receipt of the application, the provisions of paragraphs 1. and 2. above shall apply in relation to the application as if consent had been refused by the Local Planning Authority.

THIS DECISION IS ISSUED UNDER THE TOWN AND COUNTRY PLANNING ACT 1990 AND TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 AND DOES NOT CONVEY ANY CONSENT OR APPROVAL WHICH MAY BE REQUIRED UNDER THE BUILDING ACT AND BUILDING REGULATIONS.