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Planning Service

Worthing Borough Council
Adur & Worthing Councils,
Portland House,
44 Richmond Road,
Worthing,
BN11 1HS

Dear Sir/Madam ,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

LYON'S FARM RETAIL PARK, WORTHING, BN14 9EY

On behalf of our client, bp Pulse UK ("the Applicant"), we hereby submit an Advertisement Consent Planning Application for three directional signage displays at Lyon's Farm Retail Park, Worthing, BN14 9EY ("the Site"), located within Worthing Borough Council ("the Council")

THE SITE

On 12th March 2025, the Council granted Full Planning Permission (LPA Ref: AWDM/1309/24) for EV charging facilities at Lyon's Retail Park. The description of the approved development is as follows:

"Re-purposing existing car parking spaces for use as parking spaces for recharging of electric vehicles, including the installation of 2 upstands, feeder pillar, 4 bollards, lighting column and associated landscaping adjustments"

The Site itself for this application is located in proximity to the EV charging facilities in the following locations:

- On the existing Lyon's Farm Retail Park signage on the grass verge at the corner of Sompting By-Pass and Lyons Way;
- On the grass verge on the corner between Lyons Way and Sompting Road; and
- On the existing directional signage located at the entrance to the Boots, The Gym Group and Wren Kitchens Units.

THE PROPOSAL

The Proposed Development seeks the installation of the following signage in relation to the EV charging facilities at Lyon's Farm Park:

- 2no. banner signs on the existing free standing stack signs – 2300mm x 330mm panel and 2800mm x 330mm panel respectively; and
- 2no. free standing directional sign – 1000mm x 600mm panel and 1400mm x 600mm.

Reference: -

The accompanying proposed drawings provide further details of the proposals.

PLANNING POLICY

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan for the area consists of the Worthing Local Plan 2020 - 2036 (2023). Policy DM6 (Public Realm) of the Local Plan follows the same approach as the Advertisement regulations in granting consent provided advertisements have an acceptable impact upon amenity or public safety.

PLANNING CONSIDERATIONS

The proposed location is considered to be appropriate in principle for the signage displays and the impact of the proposal has been considered in amenity and public safety terms as follows:

AMENITY

The Site is an acceptable location for advertising in principle due to the commercial context at an existing retail park. Therefore, the commercial context of the Site means that the presence of advertising displays, business-related signage and wayfinding signs is not uncommon.

The proposal seeks to add a banner to two of the existing free standing stack signs at the Site, and therefore it is considered that there would be minimal change to visual amenity of the area due to the stack signs staying in the same location as the current situation. Additionally the existing stack sign on the corner between Sompting By-Pass and Lyon's Way has been in-situ for over 10 years, and therefore, contributes to the local character of the area and also establishes the Site as an appropriate location for signage of this kind.

The proposal also seeks to install a new free standing directional sign at the corner between Lyons Way and Sompting Road, however, as the Site is located at a retail park, related signage would be expected to promote the commercial services at the retail park.

The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, or in the setting of any listed buildings.

Thus, it is considered the proposal would not harm amenity, the qualities of the site, or the character and appearance of the wider area.

PUBLIC SAFETY

Reference: -

The proposed signage is static and therefore does not incorporate any elements that would flash or move. The roads surrounding and within Lyon's Park Retail Park have no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements. Additionally, directional signage is common within retail parks, and two of the signs are already in place. It is therefore considered that the proposed signage will not have a severe impact on public safety.

CONCLUSION

The proposed development has an acceptable impact on amenity and public safety terms and is therefore in compliance with Regulation 3 of the Town and Country Planning Regulations (2007) and the Worthing Local Plan. For the reasons set out, it is considered that the application should be granted consent.

APPLICATION SUBMISSION

In order to complete the application, please find attached the following documentation:

- Completed application form;
- Cover Letter (this letter);
- Architectural drawings including;
 - Site Location Plan
 - Proposed Signage Location and Specification

In accordance with the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012, as amended, a fee of £168, as well as the Planning Portal service charge, has been paid electronically via the Planning Portal.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

Stantec UK Limited