Development Management – Delegated Officer Report

Application Number: AWDM/1011/25 **Recommendation – APPROVE**

Site: Forecourt South Multi Storey Car Park High Street Worthing West Sussex

Proposal: Advertisement consent for two information boards that will sit in front of the Worthing Heat Network sub-station

Date of site visit: 09/09/2025

Neighbours checked: Site Notice posted

Additional neighbour notifications: N

Site and Surroundings
The site is located to the western side of High St. The two information boards will be located in front of the sub station being built by the heat network.

The site is not within a conservation area and does not contain any listed buildings or structures. Steyne Gardens Conservation Area it located to the east and South St CA to the south. One tree has been retained on site as part of the heat network construction.

Proposal

Two heritage style information boards are proposed adjacent to the footpath.

The application form provides the following commentary regarding the two signs:

The proposed advertisement consists of two tilted, A1 information boards that will sit in front the Worthing Heat Network sub-station on High Street. The information boards will provide an overview of the heritage of the area. The boards will include logos for the Worthing Heat Network, Worthing Borough Council, and may also include the logos of other organisations who have contributed to the board (e.g. Worthing Society). We therefore require advertisement consent.

INFORMATION BOARD 1 The first board will cover the history of the energy hub site on High Street, both in terms of buildings and people. It will include approx. 1000 words and up to six historic images.

INFORMATION BOARD 2 The second board will provide a history of energy generation and supply in Worthing, including gas and electricity. This will include approx. 1000 words and up to six historic images

Relevant Planning History:

Various applications relating to the heat network more widely. No other advertisement consents.

Consultations:

Tree officer: from looking at the proposed location of the signs I consider that the position should be moved so that they are outside of the RPA.

Officer's response: The signage was moved out of the RPA of the tree shown on the plan. However, it is noted that this tree was removed as part of the heat network works and should no longer be annotated on the plans.

Representations:

None received

Relevant Planning Policies

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

Planning Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

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.*

Policy DM6 (Public Realm) 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".*

The signs are two boards designed to provide heritage information regarding the heat network in Worthing. As they are likely to have Hemiko branding it is considered that they require advertisement consent.

The display of advertisements is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity

The general idea of the signage is to have words relating to the history of the site and historic images with branding from the various parties involved in the heat network. The concern for this application relates to the structure, size and level of illumination of the adverts rather than the specific messaging. It is therefore not necessary for the content of the adverts to have been finalised.

The advert consent relates to two information boards. Their scale and design, including that they won't be illuminated, are considered acceptable and won't adversely impact amenity.

Public safety

The signage is not illuminated so will have no adverse impact on drivers. The signage is set back from the pavement edge where it will not obstruct movement. There are no concerns related to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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

Case Officer: Louise Prew Date: 06/01/2026

Authorised by: Peter Barnett Date: 6 January 2026