Expiry Date - 07/07/2025

Development Management – Delegated Officer Report

Application Number: AWDM/0586/25 **Recommendation – APPROVE**

Site: **Shell Worthing Service Station Sompting Avenue Worthing West Sussex**

Proposal: **Erection of one free-standing internally illuminated D6 Small Format Advertisement Display**

Date of site visit: Various

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application property is a petrol filling station, shop with car wash. It is situated in a residential area on a large roundabout. Residential terrace exists to the north and west. These are orientated so the rear windows face onto the petrol station.

The Site is not located within a Conservation Area or within proximity to any statutorily listed buildings.

Proposal

The application has been amended since originally submitted to amend the height of the wall on the western boundary.

A single-sided freestanding small format advertising display which will exhibit static advertisements on rotation.

The proposed advertisement would measure 1.23m(w) x 2.4m(h) x 0.22m(d).

Illuminated level max 500cd/m static

The sign would be sited to the west of the site on the southern side of the boundary facing into the entrance to the petrol forecourt.

The advertisements will comprise local and national campaigns as well as goods and services sold on site.

Relevant Planning History:

WB/0742/68/FULL- Outline and reserved matters for petrol station – Approved

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AWDM/0115/16- Application to vary condition 5 of WB/07/0742/68 to allow filling station to open from 6am- APPROVED

AWDM/1317/24- Application to Vary Condition No. 3 of Previously approved AWDM/0115/16 which varied WB/0742/68. Amendment: to allow the use of the petrol filling station shop and forecourt pumps 24 hours every day.

REFUSED:

The extended hours proposed would have a detrimental impact on the amenities of occupiers of nearby properties, due to unacceptable levels of noise and disturbance from customers using the premises and surrounding environment with further detrimental impact on the character of the area. The proposal would therefore be contrary Policies SP3, DM5 and DM22 of the Worthing Local Plan and the relevant guidance within the NPPF

Consultations:

WSCC Highways

WSCC do not provide highways comments for signage/ advertisement consents as you have standing advice to follow. If this is a special case and the standing advice cannot be followed then the reasons why need to be given along with the application.

Adur and Worthing Councils

Environmental Health

Please can the following be added to the above application:

- If during development, any visible contaminated or odorous material, (for example, asbestos containing material, stained soil, petrol/diesel/solvent odour, underground tanks or associated pipework) not previously identified, is found to be present at the site, no further development (unless otherwise agreed in writing with the Local Planning Authority) shall be carried out until it has been investigated by the developer. The Local Planning Authority must be informed immediately of the nature and degree of the contamination present and a method statement detailing how the unsuspected contamination shall be dealt with must be prepared and submitted to the Local Planning Authority for approval in writing before being implemented. If no such contaminated material is identified during the development, a statement to this effect must be submitted in writing to the Local Planning Authority.

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Representations:
120 Marlowe Road

My concern would be if it is lit up all the time as our bedrooms back onto the garage.

118 Marlow Road

We are already affected by the light of the petrol station as it is visible from two of our bedrooms. The light and noise are already a lot to deal with. Adding to either of these elements would negatively impact our home environment

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, SP3, DM5, DM6, DM8, DM13, DM15, DM22

National Planning Policy Framework (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 site is an established prominent garage and shop on a main road on a roundabout to residential development to the north and west.

There is existing signage on site including a totem sign to the north east corner of the site as well signage on the car wash, pumps and forecourt.

There are also random signage on the site with swinger sign and enlarged coffee mugs.

The proposed signage at 2.4m in height would include illuminated rotational signage which will provide details of services on the site and across the group.

The signage will be prominent and will introduce a further sign on this corner at the entrance to the garage however the proposal indicates that some non-illuminated signage will be removed which would be an improvement to reduce clutter on the site and this can be conditioned.

It is appreciated that the garage site is primarily on the edge of residential development however in this case it is considered that the signage would be within the site and relate to the existing commercial development and as such in its context it would not have an impact on the amenity of the site or the surrounding environment.

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

It is appreciated that the garage site is primarily on the edge of residential development to the north and west of the site and across the street to the south and local residents have raised their concerns to additional illumination. The sign although taller than the existing wall and fence on the boundary by approx. 0.4m would be single sided and face into the site and not towards existing residential windows. Furthermore although it is indicated within the application that the garage is a 24 hour operation, it is noted within the history that the original permission for the garage and shop was limited in hours to 06:00am to 11:00pm, and the use of the car wash bay between the hours of 07:00am and 07:00pm . An application to increase the hours to 24 hour operation was refused earlier this year. As such the illumination of the sign should accord with the hours of operation of the garage of 6am to 11pm and can be conditioned appropriately. As such potential adverse illumination to neighbouring properties can be controlled accordingly.

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

Public 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.

There are no implications arising from the proposals from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans
8. Illumination only during hours 6am to 11pm
9. The existing swinger panel signs and large advertising coffee cups shown on the plans to be removed shall be removed in full within one month of the installation of the new signage.
10. . Illumination levels as stated
11. Frequency of moving images
12. Changes to panels

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: Jackie Fox Date: 06.08.25

Authorised by: Louise Prew Date: 13/08/2025