WORTHING BOROUGH COUNCIL

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One Chapel Place
London
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United Kingdom

ADVERTISEMENT CONSENT

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

APPLICATION NUMBER: AWDM/0586/25

On behalf of: Wildstone Estates Limited

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby GRANT EXPRESS CONSENT for a period of 5 years from the date of the decision to the following display of (an) advertisement(s), that is to say:

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

Shell Worthing Service Station Sompting Avenue Worthing West Sussex

In accordance with the plan and Application No. AWDM/0586/25 submitted to the Council on 12/05/2025 and subject to compliance with the standard conditions specified hereunder together with any extra conditions (where applicable).

GPeck

Gary Peck
Head of Planning & Development
Date: 13/08/2025

Conditions

01. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

02. No advertisement shall be sited or displayed so as to:
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

03. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

04. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

05. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

06. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

Reason: *To comply with Regulation 14 (7 & 8).*

07. The development hereby permitted shall be carried out in accordance with the following approved plans.

Reference/Drawing Number	Version	Date Rec
COVER LETTER/SUPPORTING STATEMENT		12.05.2025
SITE LOCATION PLAN	FS085/PA/01	12.05.2025
EXISTING SITE PLAN	FS085/PA/02 A	12.05.2025
PROPOSED SITE PLAN	FS085/PA/03 A	12.05.2025
PROPOSED SITE PLAN	FS085/PA/04	12.05.2025
SPECIFICATION	FS085/PA/06	12.05.2025
EXISTING & PROPOSED ELEVATIONS	FS085/PA/05 A	01.08.2025
CGI - BEFORE & AFTER	FS085/PA/07 A	01.08.2025

Reason: *For the avoidance of doubt and in the interests of proper planning.*

08. The advertisements hereby permitted shall not be illuminated except between the hours of 06.00 and 23.00 on any day.

Reason: *In the interests of residential amenity in accordance with Policies DM5 and DM20 of the Worthing Local Plan.*

09. The intensity of the illumination of the signs shell not exceed 300cd/sqm during the hours of darkness.

Reason: *In the interests of road safety.*

10. Any change in the advertisement shall be instantaneous and it should not display any moving images.

Reason: *In the interests of road safety.*

11. The panels displaying the advertisements shall not change more than every 10 seconds.

Reason: *In the interests of road safety.*

12. 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.

Reason: *In the interests of amenity in accordance with Policy DM5 and DM20 of the Worthing Local Plan.*

Informatives / Notes to Applicant

01. 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.

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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 shall give notice of appeal in writing to The Planning Inspectorate, 3/17 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, 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. 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.

4. 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.

5. 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.