

Development Management – Delegated Officer Report

Application Number: AWDM/0202/26

Recommendation: – APPROVE

Site: Restaurant The Downlands Hotel 123 Upper Brighton Road
Worthing

Proposal: Advertisement consent for externally illuminated post mounted
double sided V sign

Date of Site Visit: 17/03/2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is on the northern side of the A27. The property contains the former Downlands Hotel which has been operating as a Toby Carvery for many years. The site is adjacent to residential uses to the west and retail uses to the east.

The existing site has a number of signs including a large free standing sign on the corner with the access road to Sainsburys and one to the car park. There is also signage on the building itself.

Proposal

The proposal is for a sign to the south-west of the property above the wall to the A27. Since the application was validated the sign has been installed.

The signage is arranged in a triangle shape with two sides visible from the approaches to the east and west of the site.

Each side of the sign is about 1320mm tall for the bulk of the sign with additional height for the logo above.

The sign is externally illuminated via trough lights.

Relevant Planning History:

94/05807/ADV - RETROSPECTIVE APPLICATION FOR 1 NO. BANNER
STYLE SIGN

STATUS: 5th October 1994.

97/05916/ADV - INSTALLATION OF TWO EXTERNALLY ILLUMINATED
SIGNS AND REPOSITIONING OF ONE EXISTING SIGN

STATUS: 18th September 1997.

04/00989/ADV - Installation of various illuminated advertisements and one non-illuminated car park directional sign (retrospective)

STATUS: 13th October 2004.

05/0165/ADV - Installation of a free standing externally illuminated sign. (Revision to Application WB/04/00989/ADV)

STATUS: Application Refused 1st April 2005.

06/0502/ADV - Installation of one externally illuminated double-sided promotional display panel and one externally illuminated post mounted sign

STATUS: Application Refused 23rd June 2006.

07/0050/ADV - Various internally and externally illuminated advertisements.

STATUS: Conditional Consent 7th March 2007.

AWDM/0044/12 - 2 no. internally illuminated post signs; 2 no. internally illuminated fascia signs; 1 no. externally illuminated post sign and 1 no. lantern.

STATUS: Application Permitted 13th March 2012

Consultations

National Highways:

We are concerned about the safety, reliability, and operational efficiency of the Strategic Road Network (SRN), in this case the A27 in the vicinity of the site.

We have reviewed the application and submitted documents.

Given the size and type of sign, we are satisfied that this advertisement sign would not have an unacceptable impact on the safety of the SRN.

Our formal response is that we recommend the following condition be attached to any advertisement consent that may be granted:

Maintenance

Condition: The advertisement sign, including the supporting posts, shall be maintained in a condition that does not endanger the public.

Reason: In the interest of the safe operation of the Strategic Road Network (A27).

Neighbour Representations

None

Relevant Planning Policies:

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

National Planning Practice Guidance

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment:

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Amenity

The site has a history of signage being approved with a number of signs being approved in 2007 and again in 2012. The sign brings the signage closer to the A27. It is noted that vegetation shown on the proposed plans has since been removed almost in its entirety which removes the screening shown in the documentation. However, the sign is located to the western side of the site away from the other signs and would not have a cluttered appearance when viewed as a whole.

As per the 2017 consent, a condition requiring that the signage only be illuminated to hours when the business is open is necessary to protect visual amenity.

Public Safety

The sign is located above footpath level and set back so it wouldn't be a safety hazard for pedestrians. The signs are externally illuminated so won't cause a distraction for drivers.

Although the sign is located on the A27 which is managed by National Highways, the WSCC guidance has been reviewed to give an approximation for the type of illumination that would be considered acceptable. The sign would be externally illuminated to 300cd/m² and static. This is the highest maximum level within the E3 area where Worthing falls and is therefore acceptable. National Highways has recommended a condition for maintenance to ensure safety for road users and this will be attached.

Recommendation:

APPROVE subject to Standard Conditions 1-6:

7. Approved plans
8. Maximum illumination shall be 300c/sqm during the hours of darkness
9. Signage to only be illuminated during the times the premises is open
10. Maintenance

Informative

The applicant is advised that the external posts and festoon lighting which have been installed to the front of the property are likely to be considered development and would therefore require planning permission through a full application.

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

Case Officer: Louise Prew Date: 04/06/2026

Authorised by: Peter Barnett Date: 4 June 2026