Planning Services
Adur & Worthing Councils
Portland House
44 Richmond Road
Worthing
West Sussex
BN11 1HS

6th December 2023

Ref. SP22-1111

Dear Sir / Madam,

Units 2 to 3 Downlands Retail Park, Lyons Way, Worthing, West Sussex, BN14 9FB
Advertisement Consent Application
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

On behalf of our client, Lidl Great Britain Limited ('Lidl'), we are instructed to submit the enclosed Advertisement Consent application, seeking permission for the installation of 1no. Fascia sign and 1.no Poster Display Unit on the above site.

The following documents have been submitted in addition to this covering letter:

- Completed Advertisement Consent Application Form;
- Site Location Plan; and
- Proposed Signage Drawing (ref. 7708-SMR-23-ZZ-DR-A-2001-A3-C1), Prepared by SMR Architects.

Application Proposals

This application seeks advertisement consent to display 1no.fascia sign (internally illuminated), as well as the erection of a Poster Display Unit (PDU).

Full details of the signage proposals, including their design, appearance, and location, are illustrated within the supporting Proposed Signage Drawing no. 7708-SMR-23-ZZ-DR-A-2001-A3-C1. For completeness they are summarised in the table below:

Description	Scale	Materials	Illumination
Lidl corporate bubble sign. To be displayed to the left of the front elevation.	2500mm (height) x 2500mm (width). 310mm return from the façade of the building.	Aluminium single sided lightbox. Logo as lighting box with thermoformed, curved and printed acrylic logo shell and Opal face panel.	Yes – Internally illuminated. Luminance (cd/m2) of the illuminated sign for the different colours: Blue Typeface: 12-15cm/m2 Blue Surface: 12-15 cm/m2 Yellow Surface: cm/m2 Red Surface: 85cm/m2
Free-standing illuminated poster display case with integrated lighting. To be	2120mm (height) x 1700mm (Width).	Marine grade 316 stainless steel frame.	Yes – internally illuminated.

+44 (0) 2922 747 477
joshua@simply-planning.com
www.simply-planning.com

London office
8/9 Stephen Mews
Gresse Street
London, W1T 1AF

Birmingham office
Third Floor Suite, Victoria House
114-116 Colmore Row
Birmingham, B3 3BD

Cardiff office
214 Creative Quarter
8a Morgan Arcade
Cardiff, CF10 1AF

Description	Scale	Materials	Illumination
displayed to the left of the front elevation.			Illuminance of the PDU – 225 cd/m2

The proposed signage is consistent with Lidl's corporate branding and is comparable to other food store developments that are commonplace across the country, including within the proximity of the application site.

Planning History

Planning application ref. AWDM/2026/22 was granted on 20th September 2023. This was for the following development:

"External alterations, amalgamation and refurbishment of existing Units 2 & 3, including associated works to the car park including new trolley bay and servicing areas and widening of use to enable the sale of food and drinks, and associated non-food goods from the units."

There have been no applications on the site concerning advertisement consent.

Planning Policy Context

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that when determining a planning application, regard is to be had to the Development Plan and that determination shall be made in accordance with the Development Plan, unless material considerations indicate otherwise.

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 form a material consideration in the determination of applications for advertisement consent. Of relevance, Section 3 of the Regulations states that:

1. *"A local planning authority shall exercise its powers under these regulations in the interests of amenity and public safety, taking into account-*

    a. *The provisions of the development plan, so far as they are material; and*

    b. *Any other relevant factors."*

Similarly, Paragraph 136 of the National Planning Policy Framework states the following:

"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 the cumulative impacts."

At the local level, the Development Plan for the application site comprises the Worthing Borough Council Local Plan 2020-2036 (Adopted March 2023).

Policy DM6 (Public Realm) of the Local Plan outlines the Councils policy on advertising in the Borough, Part (e) of the policy states the following:

"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."

Matters at Issue

The impacts upon amenity and public safety are considered below.

Amenity

The fascia is finished to a high design quality and will harmonise with the repurposed retail unit and Lidl's corporate branding. The proposal will help create a welcoming and vibrant building which benefits from a distinct identity and sense of arrival. The proposal signs will, therefore, add visual interest and enhance the buildings street scene appeal.

The proposed signs are of an appropriate scale and height, subservient to the proportions of the building.

Whilst some illumination is proposed, this is low level and has been kept to a minimum. Furthermore, as highlighted above, the site is not located within a sensitive location, thus the illuminated signage is wholly considered acceptable and comparable to adjacent precedents.

With regard to preserving residential amenity, the application site is not located within proximity of any residential development. Consequently, it cannot be said that the proposals would have an adverse impact on residential amenity.

In recognition of this, it is considered that the proposed fascia sign would have an acceptable impact on the visual amenities of the surrounding area and will respect the context of the site and surrounding environment.

Public safety

The application site is set back from the public highway and illumination is low level and sensitive. It is, therefore, considered that the proposed sign would not distract drivers or result in any harm to highway, pedestrian, or other public safety.

Summary

The design, location, positioning an illumination of the proposed sign has been carefully considered to respond to the existing building and to respect the character and amenity of the surrounding environment. In particular, the following principles have been adopted:

- The signage is of a professional, attractive, and simple design, duly reflecting the corporate profile of Lidl.
- The signage is of a proportion that respects the building.
- The signage package is integral to our client's advertising their business.
- The signage does not have any intermittent lighting, moving features or animation.
- The signage must be viewed in the context of comparable commercial/business signage in the wider locality including that permitted at this location.
- Signage has been kept to an absolute minimum in order to avoid visual clutter and distraction. It is a highly professional approach to brand development.

Conclusion

It is considered that the overall design, scale, and appearance of the proposed signage would have an acceptable impact on the visual amenities of the surrounding area. It is not considered to cause harm to the highway, pedestrian, or public safety.

We regard that the proposed advertisement would comply with the guidance contained within the NPPF, as well as adopted policy in Worthing's Local Plan.

The requisite planning fee of £165 will be submitted upon receipt of this application.

We consider that the Technical Signage Drawing and the application form enclosed within this covering letter can be validated and granted. Please contact me at your earliest convenience if this is not the case.

Yours faithfully,

[redacted]

Joshua Cheatle

Assistant Planner

Enc.