WORTHING BOROUGH COUNCIL

Mrs Gillian Shepley
Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

# ADVERTISEMENT CONSENT

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

## APPLICATION NUMBER: AWDM/0685/25

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:

**Advert Consent for retention of signage to include, 1x double legged internally illuminated totem sign to existing posts, 1x externally illuminated fascia sign, 1x non illuminated transom panel, 1x externally illuminated logo sign, 2x single sided non illuminated post mounted car park signs, Retrospective application**

**Hungry Horse Palatine Road Worthing West Sussex**

In accordance with the plan and Application No. AWDM/0685/25 submitted to the Council on 29/05/2025 and subject to compliance with the standard conditions specified hereunder together with any extra conditions (where applicable).

G Peck

Gary Peck
Head of Planning & Development
Date: 30/10/2025

## 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 |
|---|---|---|
| EXISTING SIGNAGE | PAGE 1 REV B | 15.10.2025 |
| EXISTING SIGNAGE | PAGE 2 REV B | 15.10.2025 |
| EXISTING SW & NW ELEVATIONS | PAGE 3 REV B | 15.10.2025 |
| PROPOSED SIGNAGE | PAGE 4 REV B | 15.10.2025 |
| PROPOSED SIGNAGE | PAGE 5 REV B | 15.10.2025 |
| PROPOSED SW & NW ELEVATIONS | PAGE 6 REV B | 15.10.2025 |
| PROPOSED SIGNAGE ITEMS 01, 02, 03 | PAGE 7 REV B | 15.10.2025 |
| PROPOSED SIGNAGE ITEMS 05, 07a, 07b | PAGE 8 REV B | 15.10.2025 |
| SITE PLAN (SHOWING SIGN POSITIONS) | PAGE 10 REV B | 15.10.2025 |
| LOCATION PLAN | PAGE 11 REV A | 15.10.2025 |
| LOCATION PLAN | 1:1250 | 29.05.2025 |

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

**Informatives / Notes to Applicant**

01. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

02. Signs 08a, 08b and 08c that have been removed from this application, shall be removed from the site within 3 months from the date of this permission. The applicant is reminded that these signs are currently unauthorised.

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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.**