WORTHING BOROUGH COUNCIL

Amon Yiu
Carter Jonas
One Chapel Place
London
W1G 0BG

ADVERTISEMENT CONSENT

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

APPLICATION NUMBER: AWDM/0713/26

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:

Advertisement Consent for the erection of 2 x freestanding, internally illuminated, one-sided, digital advertisement displays.

Petrol Filling Station Arundel Road Salvington Worthing

In accordance with the plan and Application No. AWDM/0713/26 submitted to the Council on 23/06/2026 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: 30/09/2026

Adur & Worthing Councils, Development Management, Place Directorate,
Worthing Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA
Tel: 01903 221065 Email: planning@adur-worthing.gov.uk
Web: www.adur-worthing.gov.uk

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 AND PROPOSED ELEVATIONS	FS684 PA 06 REV A	16.09.2026
EXISTING AND PROPOSED ELEVATIONS	FS684 PA 05 REV A	16.09.2026
PROPOSED SITE PLAN	FS684 PA 04 REV A	16.09.2026
PROPOSED SITE PLAN	FS684 PA 03 REV A	16.09.2026
SITE LOCATION PLAN	FS684 PA 01	23.06.2026
EXISTING SITE PLAN	FS684 PA 02	23.06.2026
SPECIFICATION	FS684 PA 07	23.06.2026
SLR HIGHWAY SAFETY REPORT		23.06.2026

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

08. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with ILP Guidelines.

Reason: *In the interests of highway safety and to respect the surrounding environment.*

09. In daylight hours, the advertisement displays luminance shall be controlled to reflect ambient light conditions. It shall not exceed the 5,000 cd/m² recommended maximum daytime luminance levels set out in Table 10.5 of the Institute of Lighting Professionals - Professional Lighting Guide (PLG 05) 2023 'The Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).

Reason: *In the interests of highway safety and to respect the surrounding environment.*

10. The luminance levels of the advertisement display sign(s) shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the digital display is maintained at the recommended maximum daytime luminance values set out in Table 10.5 of the Institute of Lighting Professionals - Professional Lighting Guide (PLG 05) 2023 'The Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).

Reason: *In the interests of highway safety and to respect the surrounding environment.*

11. The minimum display time for each advertisement shall be 10 seconds and the advertisement displays shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: *In the interests of highway safety.*

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The displays to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: *In the interests of highway safety.*

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: *In the interests of highway safety.*

14. No digital advertisement granted by this consent shall be displayed unless and until the existing freestanding, single-sided, internally illuminated display signs (Panels A and B) shown on the approved drawings FS684 05 Rev A and FS684 06 Rev A have been removed from the site.

Reason: *In the interests of amenity and to prevent visual clutter.*

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.

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

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.