Gmail Planning - <planning@adur-worthing.gov.uk>

AWDM/1138/24: 331 Brighton Road BN11 2HP: Illuminated Sign

1 message

Mike Whiting [redacted] 26 September 2024 at 10:48
To: Adur-Worthing Planning Departmentt <planning@adur-worthing.gov.uk>

Dear Sir/Madam

Proposal AWDM/1138/24. Proposed free-standin internally illuminated D6 Small Format Advertising Display

I am writing to lodge my objections to the erection of the sign proposed by Messrs Carter Jones, on behalf of Wildstone Estates Limited, working in partnership with MFG, who are in turn owned by Clayton Dubilier & Rice an American private equity firm. So quite local then!

I think I speak for my neighbours when I say that we are fed up with having these sorts of proposals (eg.,WDM/1586/23) being foisted upon us by large corporations with no understanding of the local environment. This is not helped by a local authourity which pays lip service to local concerns, but then just nods proposals through, anyway.

The proposal is for an illuminated Display at the MFG Petrol Station in Brighton Road. This site has recently been the subject of the somewhat contentious conditional planning approval for new jet washes, extended dining facilities, and a drive-thru Burger King junk-food-to-go establishment.

In my objections, may I correct some of the assertions in Carter Jonas's supporting letter of application.

1 The nearest property is situated immediately adjacent to the north of the petrol station, and not 30metres to the west of the site as they state.

2 The Applicants say they wish to rationalise and declutter the advertising on the site, but do not expand on how they would do this. The site at present seems to be overloaded with adverts, pennants, etc.

3 They say that the adverts are primarily aimed at users of the petrol station rather than road users. Users of the petrol station are, to a large extent, road users. I should have thought the constantly changing illuminated sign, (6 adverts on a 10 seconds sequence) *would* be a distraction to drivers on the A259 road, the busiest single carriageway road in Worthing at this location, and already above its design capacity!

5 They say that the advertisement is in an area where advertising of this is type would typically be found, similar to those on other commercial buildings in the area. *There are no other commercial buildings in the area*. It is a primarily Residential, Maritime Location. See Comment below in respect of the Appendices to the Application.

6 It is irrelevant to refer to the advertisements at the Connaught Theatre and Montague Street as an example of the sort of location one would typically expect to find such signs. These are in the town centre over a mile away and do not distract motorists.

7 The Applicant makes reference to the T&C (Control of Advertisements) England Regs 2007. Class 6 of this document restricts advertising on *business forecourts to 4.6 sq metres per forecourt and the adverts should not be illuminated!* The existing forecourt has had advertising well in excess of 4.6 sq metres for the last 30+ years, in obvious contravention of this condition. (why?) I believe this condition was repeated in the Worthing Planning Guidelines booklet. But despite a request from the Planning Department, I have been unable to obtain a copy of this. The 2023 NPPF sets out that *ads should be subject to control, only in the interests of amenity and public safety*. This is surely such a location! This form of advertising *will* have an unacceptable impact upon the amenity and public safety, in view of its location on such a busy road.

8 The site is not located within an Industrial area as the Applicant implies. It is not adjacent to Meadow Road Industrial units but is, as stated above, in a Residential, Maritime area with the carbunkle of a petrol station grafted on to the end.

9 The Applicant does not make clear who will monitor the content of the adverts being displayed. I hope it will not be for Burger King, the likely company to be operating the Drive-thru, junk-food-to-go facility, proposed for the petrol station. Who will monitor the adverts?

10. THE PETROL STATION DOES NOT OPERATE 24 HOURS A DAY, AS THE APPLICANT STATES.

11 Public Safety. The Applicant states *the Council must consider whether the proposed advertising sign would present an unacceptable impact on Highway Safety.* In view of the lack of concern expressed by the Council's Highways Planning Officer about the increased traffic likely to be generated by the previous MFG Application, (AWDM/1586/23) for the Car Wash, Food to go Drive-thru, and restaurant extension, I doubt whether he will have much to say about this Application. When the neighbours were asked to comment on that application, I requested for him to visit the site to see for himself the state of the existing traffic conditions. He refused saying 'I don't make site visits'!

It might look like an uncomplicated location to the Applicant, but it is very difficult for drivers to enter or exit the petrol station onto this busy road at present in normal conditions. It relies upon the good nature of other drivers to allow access to, and departure from the site. Ironically the situation is made easier when there are problems in other parts of the road network. Traffic builds up to a crawl along the A259, and the adjoining Brougham Road and the Seamill Park Roads are at a standstill!

It is not true, as the Applicant says, that the site is in an uncomplicated location. As stated above, the road at this location is the busiest single carriageway in Worthing, and above its design capacity. It carries 25,000 vehicle movements per day. In normal circumstances members of the public have difficulty crossing the road to access the beach and bus stops. Drivers need to have their wits about them to allow west-bound drivers to enter and leave the Council car parks, the Petrol Station, Seamill Park Avenue and Brougham Road, which juctions occur in quick succession. The same goes for pedestrians who wish to cross the road at this point. This proposed Advertising sign will provide another unwanted distraction, as it will be prominently aimed at car drivers approaching from the east. And this site is not in a highly Commercial area as the Applicant states. The advertising sign would be unusual distraction and would create public concern.

Maybe crashmap.co.uk has only recorded six accidents at this stretch of road in the past 5 years, 3 of them serious. That is 3 too many! But there are frequent shunts at this location, primarily when traffic is at a crawl. These 'crashes' do not appear on crashmap.

12 A look at the appendices attached to the Applicant's letter, gives their take on the typical location in which these illuminated signs are usually installed. The photographs are all of city or town centres where drivers, probably because there are so many adverts, tend to ignore them. These photographs are completely unrepresentative of the situation at the A259 at the petrol station, where this is the only one of this type of advert in this area. Due to its sequencing nature, it will form a distraction to drivers.

I am sorry to appear so comprehensive in my objection, but it seems to me that the Applicant has expressed a point of view which, as I have attempted to demonstrate, is at odds with, and misrepresents the situation on the ground.

Yours Sincerly

Mike Whiting. 2 Seamill Park Avenue, BN11 2PU. [redacted]