WORTHING BOROUGH COUNCIL

Mr Trevor England
The Charmandean Centre
Forest Road
Broadwater
Worthing
West Sussex
BN14 9HS

ADVERTISEMENT REFUSAL

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

APPLICATION NUMBER: AWDM/1116/25

In pursuance of their powers under the above-mentioned Act and Order the Council hereby REFUSE EXPRESS CONSENT to the following display of (an) advertisement(s).

Advertisement consent for display of 5no. internally illuminated advertising boards.

The Charmandean Centre Forest Road Worthing West Sussex

as shown on Plan and Application No. AWDM/1116/25 submitted to the Council on 17/09/2025.

The reasons for the Council's decision to refuse to permit the development are stated on the schedule overleaf.

G Peck

Gary Peck
Planning Services Manager
20/01/2026

Worthing Borough Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
Tel: 01903 221065 Email: planning@adur-worthing.gov.uk
Web: www.adur-worthing.gov.uk

SCHEDULE

Reasons for Refusal

01. The proposed five internally illuminated hoarding signs within the proposed boundary railing, by reason of their size, location, nuisance and method of illumination, represent a prominent, overly assertive and discordant form of advertisement out of scale and keeping with the boundary treatment to this distinctive character building, the residential location, and the surrounding street scene in general. It would also be intrusively harmful to the outlook from adjoining residential properties. As such, the proposal is contrary to policies DM5, DM6 and DM22 of the Worthing Local Plan and relevant paragraphs of the NPPF.

02. Without evidence of the structural integrity of the proposal the application has the potential to impact on the safe and efficient operation of the Strategic Road Network (SRN), in this case, particularly within the vicinity of the A27. The proposal is therefore contrary to policies DM5 and DM15 of the Worthing Local Plan 2023, and the relevant policies of the National Planning Policy Framework.

Informatives / Notes to Applicant

01. For the avoidance of doubt this refusal relates to the following drawings/plans:-

Reference/Drawing Number	Version	Date Rec
DESIGN & ACCESS STATEMENT	30/08/2025	17.09.2025
EXTG SITE LOCATION & BLOCK PLAN	251-E002	17.09.2025
EXTG SITE PLAN	251-E100	17.09.2025
EXTG STREET ELEVATIONS	251-E300	17.09.2025
EXTG PERSPECTIVES 1	251-E400	17.09.2025
EXTG PERSPECTIVES 2	251-E401	17.09.2025
EXTG PERSPECTIVES 3	251-E402	17.09.2025
EXTG PERSPECTIVES 4	251-E403	17.09.2025
PROPOSED SITE LOCATION & BLOCK PLAN	251-SK002A	17.09.2025
PROPOSED SITE PLAN	251-SK100A	17.09.2025
PROPOSED STEET ELEVATIONS	251-SK300A	17.09.2025
PROPOSED PERSPECTIVES 1	251-SK400A	17.09.2025
PROPOSED PERSPECTIVES 3	251-SK402A	17.09.2025

Reference/Drawing Number	Version	Date Rec
PROPOSED PERSPECTIVES 4	251-SK403A	17.09.2025
PROPOSED DETAILS OF RAILING SIGNAGE	251-D501A	17.09.2025

02. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason(s) for refusal, allowing the Applicant the opportunity to consider the harm caused and whether or not it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the Applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised development.

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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 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. Appeals can be made online at: https://www.gov.uk/planning-inspectorate. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000

4. 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.

5. 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.

6. 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.