

Development Management – Delegated Officer Report

Application Number: AWDM/1524/25

Recommendation – APPROVE

Site: Part Car Parking Land Opposite Unit B Lyons Farm Retail Park
Lyons Way Worthing West Sussex

Proposal: 2no. banner signs on the existing free standing stack signs, 2no. free standing directional signs (non illuminated)

Date of site visit: 19/02/2026

Neighbours checked: Site Notice posted

Additional neighbour notifications: N

Site and Surroundings

The site is located to the northern side of the A27. It contains a retail park.

The site is not within a conservation area and does not contain any listed buildings or structures.

Proposal

The proposed signs relate to the electric chargers previously granted within the car park outside The Gym Group and Boots. The signs are:

- 2 x banner signs on the existing stack sign “BP Pulse”
- 1 x freestanding directional sign in NW corner near entrance to car park – “Ev charging”
- 1 x free standing directional sign by the roundabout “EV charging”

Relevant Planning History:

AWDM/1309/24: Re-purposing existing car parking spaces for use as parking spaces for recharging of electric vehicles, including the installation of 2 upstands, feeder pillar, 4 bollards, lighting column and associated landscaping adjustments. Permitted

Consultations:

None

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6
National Planning Policy Framework (2024)
National Planning Practice Guidance

Planning Assessment

The Town and Country Planning (Control of Advertisements) Regulations 2007 state that a local planning authority shall exercise its powers in the interests of amenity and public safety.

The NPPF states (in paragraph 141) that: *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 cumulative impacts.*

Policy DM6 (Public Realm) states that “*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*”.

The display of advertisements is acceptable in principle subject to the effects on amenity and public safety.

Amenity

The signs on the existing stack / totem signs are of an appropriate size and design and do not result in additional clutter. The freestanding sign to the north west is also in a location of existing signage and appropriate in scale and design. One free standing sign is located on its own in the entrance to Lyons Farm retail park but is modest in scale and not harmful to amenity.

Public safety

The signage is not illuminated so will have no adverse impact on drivers. The signage is set back from the pavement edge where it will not obstruct movement.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may

have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Louise Prew Date: 19/02/2026

Authorised by: Giles Holbrook Date: 19/02/2026