

Development Management – Delegated Officer Report

Application Number: AWDM/0715/26

Recommendation: APPROVE

**Site: Sainsbury Supermarket Lyons Farm Retail Park Lyons Way
Worthing**

**Proposal: Advertisement consent for non-illuminated fascia signs, graphics,
and vinyls (associated with AWDM/0714/26)**

Application Number: AWDM/0714/26

Recommendation: APPROVE

**Site: Sainsbury Supermarket Lyons Farm Retail Park Lyons Way
Worthing**

**Proposal: Installation of a 'We Buy Any Car' single storey customer pod
structure (sui generis)**

Date of Site Visit: 3 July 2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is located within the car park for the large Sainsbury's supermarket to the north of the A27, off Lyons Way. The pod structure would be located along the southern boundary of the car park adjacent to the car wash.

The site is not in a conservation area, does not contain a listed building or structure or any protected trees.

Proposal

The applications relate to the installation of a customer services structure within Sainsbury's car park. The structure, referred to in the documentation as a "pod", appears somewhat temporary in nature and would be used by customers who obtain a quote to sell their car and then deliver it to the site for the staff to check over and then take away to sell.

The area is currently used to provide customer parking; three spaces will be removed to make way for the proposed structure. It would include a customer counter and waiting area, with staff working in the area behind the counter.

The structure will be 4.8m wide by 3.2m deep with a height of 2.8m

The pod would be clad in a variety of vinyls and graphics which are to be non-illuminated.

Relevant Planning History:

Various applications for works to supermarket

Consultations

WSCC (as LHA): West Sussex County Council, in its capacity as Local Highway Authority (LHA) have been consulted on proposals for 'We Buy Any Car' customer pod in existing Sainsburys car park. No changes are proposed to vehicle access with Lyons Way. The associated proposed signage will be non-reflective and non-illuminated.

The pod will be 14sqm and comprise customer counter. The siting of the pod is stated to be in an under-utilised area of the car park. Considering the car park total 510 spaces and 3 will be taken away (507 total) for the siting of the pod, it is unlikely that a significant impact on car parking capacity at the site would result.

Whilst no trip generation information has been provided, it is stated that the pod will be an ancillary facility for existing customers of the Sainsbury's store, offering a quick and convenient alternative to private car sales with one or two members of staff present to verify the vehicle's condition and complete the handover, resulting in very low trip attraction compared with a Class E retail use.

It is therefore considered that any trip generation as a result of the pod would already be on the road network associated with Sainsburys or wider retail uses at Lyons Farm, or would be minimal in terms of net impact on operational capacity of nearby road network.

Neighbour Representations

None

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13, DM15

National Planning Policy Framework (MHCLG 2024)

Planning Practice Guidance

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Assessment:

Principle of development

The application proposes a new structure for car sales which is sui generis as it is for hiring, selling and/or displaying motor vehicles. Customers obtain a quote online and

deliver their car to be checked by the onsite staff before it is taken away to be on sold.

The cover letter states that the pod would provide an ancillary service for existing users of the supermarket but in practice these would be separate with no tangible connection, customers of We Buy Any Car need not be customers at the supermarket.

The use is not a main town centre use therefore a sequential assessment is not required. Due to the nature and small scale it is acceptable in principle.

Visual Amenity

The structure is fairly modest in scale and located within an existing car park, next to car wash. It would be appropriate for its surroundings.

The advertisements would cover the structure but due to the location within the car park about 30 metres from Lyons Way and being well screened by vegetation would not have an adverse impact on visual amenity.

Residential Amenity

The site is within the supermarket car park and there are no residents within proximity of the site.

Transport

The structure would be used for staff relating to a vehicle sales business. This would by its nature generate additional private vehicle movements. It is located within an existing car park and the LHA has not raised an objection of the anticipated movements.

Public safety

The adverts are located on the structure and non-illuminated and therefore would not have an adverse impact on drivers or pedestrians.

Community Infrastructure Levy

The development would not be liable for CIL as it doesn't provide a retail use.

Recommendation:

AWDM/0714/26 (full)

APPROVE subject to condition(s):-

1. Drawing Numbers
2. Standard time limit

AWDM/0715/26 (advert)

1-6. Standard conditions

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: 27/07/2026

Authorised by: Peter Barnett Date: 28 July 2026