Development Management – Delegated Officer Report

Application Number: AWDM/0205/25 Recommendation: APPROVE

Site: The Cricketers, 20 The Green, Southwick

Proposal: Installation of replacement signs to include: 1x replacement pictorial display and 2x amenity boards to existing post and gibbet. 2x sets of individual house name letters, 2x welcome signs, 1x double sided post mounted corex sign and 2x sets of sign written house name and logos.

Date of Site Visit: 4th March 2025

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings

The application site is an existing Public House facing onto Southwick Green with Southwick Square commercial area to the north and residential in The Twitten to the south. The main part of the building is two storey with a pitched, gable roof with flat roof additions to either side and to the rear. There is external drinking/dining space and a car park to the south and east of the building with vehicular access from The Twitten to the south.

The site is currently undergoing refurbishment with the internal and external of the building being upgraded. The current application seeks consent for some replacement and additional signage to the building. The signage is to be changed from green to a dark grey with some changes to the scale and size of signs and lettering. The following signs were originally proposed as detailed in the submitted documents: -

Sign 05A - this is on the north gable and replaces an existing sign as existing it is illuminated and will be externally illuminated as proposed, the sign and lettering are larger than existing.

Sign 07A - ‘Welcome’ sign to replace existing non illuminated.

Sign 04 - Fascia sign on west elevation at first floor replacing existing sign with larger sign and letter and will be externally illuminated. (Existing sign non illuminated.)

Sign 01 - Replacement double sided gibbet same size and to be externally illuminated as existing.

Sign 07B - Entrance sign, non illuminated to replace existing.

Sign 10 - Illuminated fascia sign under covered area, illuminated.

Sign 05B - South side gable, replacement larger letters and sign (as north gable) replacing existing, illuminated.

Sign 06 - Freestanding board replacement (non illuminated as existing) Double sided post mounted corex sign proposed illuminated and larger than existing.

Sign 12 - Painted wall illuminated fascia sign. Externally illuminated. Replacing existing, non illuminated sign.

The agent was advised by officers that the free standing corex sign (Sign 06) should be replaced and be non illuminated. This sign is on the corner of the site adjacent to the highway and away from the building. Within the context of the site and this side of the site facing toward a residential area it was not deemed necessary to illuminate this sign. Similarly it was requested that sign 12 should not be illuminated being on the south side of the building and nearer to residential properties.

Amended plans have been received which show these changes, these two signs are now shown as non illuminated on the submitted plans.

Representations: - None received.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
County Highways Internal Guidance Note Illuminated Adverts Standing Advice (March 2025)
National Planning Policy Framework (December 2024)
WSCC Guidance on Parking at New Developments (Sept 2020).

Planning Assessment

Principle

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy 15 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”.

Amenity

The public house is an existing and established building and use, it forms the character of this area on the edge of the commercial centre of Southwick and facing onto The Green. The upgrading to the signage can be supported in principle in general terms. With some changes proposed to lettering, scale of signage and illumination the plans as amended can be supported. It was deemed necessary to remove the illumination from the signs to the south edge of the site to avoid too much illumination at the site as a whole and the addition of further light pollution away from the main building frontage. As amended the proposals are not considered to be harmful to the character and appearance of the locality or the Conservation Area.

Similarly by containing the illumination and signage to the main frontage this will not harm any adjacent residential properties to the south and east in The Twitten. The changes will be similar to the existing impact.

Public Safety

The externally illuminated signage is similar to that existing at the site, the freestanding sign to the edge of the site adjacent to the highway is to be non illuminated to avoid any potential hazard to highway users and limit unnecessary illumination at the site. A condition is attached to ensure that the intensity of the external illumination shall not exceed 250 candela per square metre and shall be of a non-intermittent type as stated in the approved plans. To protect visual and residential amenity and highway safety.

Recommendation

APPROVE

Subject to Conditions:-

1. The intensity of illumination of the internally-illuminated area of the signs shall not exceed 250 candela per square metre (200 ft. lamberts) and shall be of a non-intermittent type as stated in the approved plans. {\b Reason}: {\i In the interests of visual amenity and highway safety.}

2. The signage hereby permitted shall not be illuminated except during the hours that the premises are open for business.

{\b Reason}: {\i In the interests of residential amenity.}

Is recommendation contrary to letter(s) of representation N

1. Proactive with amendments
2. The applicant is advised that this consent relates to the new signage only and other works shown on the application may require a separate permission.

Case Officer: Hannah Barker Date: 14th April 2025

Authorised by: Peter Barnett Date: 14 April 2025