Expiry Date - 24/07/2025
Extension of Time - 31/10/2025

Development Management – Delegated Officer Report

Application Number: AWDM/0685/25 Recommendation: – APPROVE

Site: Hungry Horse Palatine Road Worthing West Sussex

Proposal: Advert Consent for retention of signage to include, 1x double legged internally illuminated totem sign to existing posts, 1x externally illuminated fascia sign, 1x non illuminated transom panel, 1x externally illuminated logo sign, 2x single sided non illuminated post mounted car park signs, Retrospective application

Date of Site Visit: 18/06/2025

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The site is located to the east of the Yeoman roundabout, to the north of Palatine Road and to the south-east of Littlehampton Road in Worthing. The property comprises an established pub 'The Sussex Yeoman' formed by a detached, brick and render building, car park to the south-east side and gardens to the north-west, west and south-west of the building. The pub is set back from the road behind picket fencing and hedges and a deep grass verge. There are some mature trees to the property frontage and within the site.

The property is not within a conservation area and is not a listed building.

Proposal

Retrospective Advertisement Consent is sought for the retention of signage consisting of:

Sign 01: Double legged totem sign – adjacent to west site boundary in garden - 4200mm x 1790mm x 240mm - static internal illumination to 250cd/m2, 6500k LED cool white face illumination - Built up aluminium header logos finished HH Gold fixed back to back with inner frame - 2mm aluminium panels with 120mm returns finished RAL 3002 & HH Gold - 10mm pushed through opal acrylic HH & house name text - Cut white vinyl text.

Sign 02: Fascia sign – south-west elevation of building above entrance – 750mm x 5000mm x 40mm – static external illumination 250cd/m2 - Slimline LED trough light finished black, cool white illumination - 2mm aluminium panel finished RAL 3002 - 32mm bullnose trim finished HH Gold – 25 x 25mm aluminium angle fixings finished HH Gold - 19mm foamex letters & underline finished RAL 9003.

Sign 03: Fascia/transom sign – south-west elevation of building above entrance - 400mm x 1870mm x 40mm – Non-illuminated - 2mm aluminium panel finished RAL

3002 - 32mm bullnose trim finished HH Gold - Cut white vinyl text 25 x 25mm aluminium angle fixings finished HH Gold.

Sign 05: Fascia logo sign – north-west elevation of building on gable end – 800mm x 699mm x 80mm - static external illumination 250cd/m2 - 50W LED slimline floodlight cool white illumination - Built up aluminium HH logo with 80mm returns finished HH Gold - 2mm aluminium panel finished RAL 3002 - 32mm bullnose trim finished HH Gold - 19mm foamex letters finished RAL 9003.

Sign 07a: Single sided post mounted car park directional sign – left hand side of car park entrance south-west – 1200mm x 1800mm x 40mm – Non-i illuminated - 2mm aluminium panel finished RAL 3002 - 32mm bullnose trim finished HH Gold - Cut white vinyl text - 2no. 70mm² steel posts finished RAL 9005.

Sign 07b: Single sided post mounted car park directional sign – right hand side of car park entrance south-west - 1200mm x 1800mm x 40mm – Non-illuminated - 2mm aluminium panel finished RAL 3002 - 32mm bullnose trim finished HH Gold - Cut white vinyl text - 2no. 70mm² steel posts finished RAL 9005.

The application has been amended to remove signs 08a, 08b and 08c, as these were considered unacceptable.

Relevant Planning History:

03/00332/ADV - Installation of various externally illuminated signs
STATUS: 25th April 2003.

05/1248/ADV - Installation of various illuminated and non-illuminated advertisements (retrospective)
STATUS: Application Refused 16th February 2006.

07/0003/ADV - Installation of various illuminated and non-illuminated advertisements.
STATUS: 21st February 2007.

07/0265/FULL - Installation of two 5.0m x 5.0m Jumbrellas, new paved area, replace existing deck path with matching paving. Installation of play equipment comprising an action station and double swings.
STATUS: Conditional Consent 25th April 2007.

AWDM/1214/16 - Retention of smoking shelter attached to south-west elevation.
STATUS: Application Permitted 5th October 2016.

Consultations

None required

Neighbour Representations

None received

Relevant Planning Policies:

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

Planning Assessment:

The upgrading of signage is acceptable in principle subject to the key considerations of the effects on visual and residential amenity and public safety.

Visual Amenity

The site is prominently located adjacent to a busy roundabout and the signage to be retained is visible from the road. Mature trees located within the site and on the verge outside offer some screening but this is limited.

All of the signs included in this application have replaced existing signs in the same position that were of similar size, type and illumination. The main change relating to the signage that has been installed is the change of colour from dark green to red. The signage does not appear cluttered or out of keeping in the surrounding area and is considered appropriate in context with the street scene.

The replacement signs do not have any additional impact on the visual amenities of the locality and are consistent with signage for other similar uses in the area.

Signs 08a, 08b and 08c were removed from the application due to their prominent siting and resulting visual clutter, particularly when viewed in context with the large totem sign. The different advertising images portrayed on these signs were not considered sympathetic to their surroundings. It should be noted that although these three signs have been in place since 2017, there is no related consent and therefore these signs are unauthorised. The agent was advised to remove these signs from the application and this has been implemented. An informative has been applied to ensure that these signs are physically removed from the site.

Residential Amenity

The closest residential properties to the site are either separated by a road (south and north-west) or are further to the east of the car park.

The flats above the commercial properties to the south on Limbrick Corner are approximately 20m from the nearest signs, those being the directional car park signs that are non-illuminated. The illuminated signs to this elevation are over 40m from these flats and replace existing illuminated signs in the same position.

The residential properties to the east and north-west of the site are over 60m from the nearest signage and are not adversely affected by the replacement signs.

The signage replaces the existing signage on site and does not introduce new or additional illumination. There is no additional impact on the residential amenities of neighbouring properties as a result of this application.

Highway Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and/or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

The signs are set back from the road and the roundabout and would not cause a distraction to highway traffic. The fascia signs are above existing entrance doors and are not close to any public pavement and therefore they would not cause any hindrance to pedestrians.

There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

1. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

2. Signs 08a, 08b and 08c that have been removed from this application, shall be removed from the site within 3 months from the date of this permission. The applicant is reminded that these signs are currently unauthorised.

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

Case Officer: Amanda Haslett Date: 29/10/25

Authorised by: Jo Morin Date: 30.10.2025