

Development Management – Delegated Officer Report

Application Number: AWDM/0322/26

Recommendation: – APPROVE

Site: Hungry Horse Palatine Road Worthing West Sussex

Proposal: Installation of 2 non illuminated single sided twin post mounted directional signs at entrance to car park and 1 non illuminated double sided twin post mounted display sign

Date of Site Visit: 02/04/2026

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', a detached, brick and render building with 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, on the verge and within the site.

The property is not within a conservation area and is not a listed building and there are no protected trees on site.

Proposal

Advertisement Consent is sought for 3 new signs consisting of:

Sign 1 and 2: Single sided, twin post mounted car park signs - left and right hand side of car park entrance onto Palatine Road. Non-illuminated – Total height: 1435mm above ground – 1715mm x 1215mm interchangeable corex slots - Digitally printed vinyl overlay with 'The Sussex Yeoman' (white text on red background). 'Car Park' directional sign to bottom of main signs on existing posts – 1735mm x 200mm - 2mm aluminium panel finished in RAL 3002 (red), cut white vinyl text - Existing posts finished in RAL 9005 (black).

Sign 3: Double sided, twin post mounted sign - southern edge of car park facing Palatine Road. Non-illuminated - Total height: 1435mm above ground - 1715mm x 1215mm interchangeable corex slots - Digitally printed vinyl overlay with cut white vinyl text 'The Sussex Yeoman' (white text on red background RAL 3002) - 2no. 70mm² steel posts finished in RAL 9005 (black).

Signs 1 and 2 would replace very similar existing signs in the same location. Sign 3 is a new sign to match the main signs 1 and 2, without car park directional sign.

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.

AWDM/0685/25 - 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

STATUS: Application Permitted 30th October 2025.

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 proposed signage would be visible from the road. Mature trees located on the verge adjacent to the south-west car park boundary offer some screening of the site.

The two signs proposed to the sides of the car park entrance (sign 1 and 2) would replace two existing signs in the same position and of almost identical appearance with the only addition being the car park directional signs to the bottom of the main sign. There would be no additional impact on visual amenity arising from replacement of these signs.

The proposed new sign (sign 3) positioned approximately 30m further east adjacent to the boundary to the south edge of the car park would be very similar in design, dimensions and appearance to the replacement and existing car park signs and would complement the existing signage. The addition of 1 new sign of the dimensions proposed would not result in a proliferation of signage, a cluttered appearance or appear out of keeping in the wider area and is considered appropriate in context with the street scene.

The proposed signs would not have any significant adverse impact on the visual amenities of the locality and are consistent with signage for other similar uses in the area.

Residential Amenity

The flats above the commercial properties to the south on Limbrick Corner, opposite the site, are separated by the road and are approximately 20m from the proposed signs. The proposal is for 3 non-illuminated signs of reasonably small scale which would not be considered to have any detrimental 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 at the edges of the car park and away from any pavements and would not cause a distraction to highway traffic or cause any hindrance to pedestrians using the public pavement.

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

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: Amanda Haslett Date: 05/05/2026

Authorised by: Jo Morin Date: 05.05.2026