DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0734
Southwater Business Park, Sony Dadc Uk Limited , Worthing Road, Southwater, West Sussex, RH13 9YT

DESCRIPTION:
Installation of 1x illuminated freestanding totem estate sign with locations for occupiers names.

RELEVANT PLANNING HISTORY:

DC/22/0302	Demolition of existing warehouse buildings and redevelopment to provide employment units for a flexible range of employment uses (Use Classes E(g)(iii), B2 and/or B8) erection of ancillary offices, together with the provision of yard areas, parking, landscaping and associated works	Application Permitted on 14.04.2023
DC/23/1226	Prior approval for demolition of all existing buildings on site including warehouses, office space, plant enclosures, removal of floor slabs and foundations, removal of hardstanding yard and parking areas.	Prior Approval Not Required on 19.07.2023
DC/23/1843	Demolition of existing warehouse buildings. Erection of new single-storey buildings to provide employment units for a flexible range of employment uses (Use Classes E(g)(iii), B2 and/or B8) with ancillary offices, together with associated access road, hard and soft landscaping, cycle parking, car parking, EV charging, service yard, loading bays, site infrastructure and associated works.	Application Permitted on 12.07.2024

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):
Policy 14- Shop Fronts and Advertisements
Policy 25- Strategic Policy: The Natural Environment and Landscape Character
Policy 26- Strategic Policy: Countryside Protection
Policy 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles
Policy 34- Cultural and Heritage Assets

Southwater Neighbourhood Plan
SNP16 - Design

Southwater Parish Design Statement

REPRESENTATIONS AND CONSULTATIONS RESPONSES

Where consultation responses have been summarised, it should be noted that Officers have had consideration of the full comments received, which are available to view on the public file at www.horsham.gov.uk

Consultations:

WSCC Highways: No Comment

Parish Comments:

Southwater Parish Council: The Parish objected due to insufficient detail on the position to determine the impact on the surrounding are.

(N.B. The Parish was subsequently redirected to the location circled on the site plan, no further response has been received)

Representations:

None received.

HUMAN RIGHTS AND EQUALITY:

The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the same Act, which sets out their rights in respect to private and family life and for the home. Officers consider that the proposal would not be contrary to the provisions of the above Articles.

The application has also been considered in accordance with Horsham District Council's public sector equality duty, which seeks to prevent unlawful discrimination, to promote equality of opportunity and to foster good relations between people in a diverse community, in accordance with Section 149 of the Equality Act 2010. In this case, the proposal is not anticipated to have any potential impact from an equality perspective.

PLANNING ASSESSMENT

Advertisement consent is sought for the installation of 1x illuminated freestanding totem estate sign with locations for occupiers names.

Legislation

Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors. An excerpt of the regulation is set out below:-

Powers to be exercised in the interests of amenity and public safety

3.—

(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
    (a) the provisions of the development plan, so far as they are material; and
    (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—
    (a) factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest;
    (b) factors relevant to public safety include—
        (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Amenity

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements should be sensitively designed, of an appropriate size and appropriately located. Advertisements should not be detrimental to the visual amenity of the buildings or area by reason of its scale, detail, character, design or illumination; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within paragraph 132 of the NPPF, "the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

The totem sign is proposed to be sited at the entrance to the Southwater Business Park, and is considered to be appropriately sited, designed and scaled in relation to the immediate commercial context. Similarly, the fixed internal illumination of the intensity sought would not, given the nature of surrounding development, appear intrusive in this location.

It is not considered that the proposal would give rise to any harmful impacts on the amenities of surrounding occupiers.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The signage would not obscure any sightlines or interfere with traffic signage or security equipment. Illumination levels are modest and fixed (non-flashing), complying with safety considerations. The proposed signage is not expected to pose a hazard to pedestrians or motorists.

Conclusion

The proposal would not have any adverse impacts on amenity or public safety, and would also comply with relevant policies.

Recommendation: Application Permitted

Conditions:

2 **Advert Condition**: No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
b) obscure, or hinder, the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
c) hinder the operation of any device used for purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In the interests of the visual amenities of the locality.

3 **Advert Condition**: The illumination shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality.

Plans list for: DC/25/0734
(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Site plan		4690-PL-003 REV B	08.07.2025
Elevation plan		4690-PL-010 REV D	19.05.2025
Block plan		4690-PL-002 REV B	02.05.2025
Plans	Proposed Signage	NONE	02.05.2025
Location plan		4690-PL-001	02.05.2025

DELEGATED

Case Officer sign/initial Shazia Penne Date: 11.07.2025

Authorising Officer sign/initial Guy Everest Date: 14.07.2025