Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1169
64 High Street, Steyning, West Sussex, BN44 3RD

DESCRIPTION:
Installation of non-illuminated fascia sign and non-illuminated hanging sign

RELEVANT PLANNING HISTORY:

DC/24/0409	Repair and partial rebuild to existing chimney stack to the rear of the property and associated internal works to the fireplace and living room wall (Listed Building Consent)	Application Permitted on 31.05.2024
DC/24/0912	Removal of a single skin brick wall, 500mm wide by 2,5m tall to the front right of the building to gain access between 64 and the neighbouring property. Removal of waste and replacement with access gate for future maintenance. (Listed Building Consent)	Application Permitted on 06.09.2024
DC/24/1173	Installation of non-illuminated fascia sign and non-illuminated hanging sign (Listed Building Consent).	Pending Consideration

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

Steyning Neighbourhood Development Plan (SNDP) 2019 - 2031:
SNDP3 – Contribution to Character

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:
Horsham District Council - Conservation: Objection (09/09/2024)
Horsham District Council's Conservation Officer objected to the initial plans commenting:

"No.64 is described as a medieval timber framed building and it is clear that it has an ancient core

reflective of the importance of Steyning as a medieval market town. It sits in a prominent part of the conservation area reinforcing the commercial heart of the town that has existed for centuries. For this reason it is important that any advertising does not detract from the special interest of the building and dilute an appreciation of its historic significance.

The current proposals seek to advertise the business in an overt way that leaves no doubt of the services it provides. However, this is not appropriate in this location and context and will lead to harm to the listed building and fail to preserve the character of the conservation area. I suggest the applicant looks to their neighbours for a template of appropriate signage, particularly their immediate neighbour, Truffles Bakery. It won't be appropriate to cover the shop front windows with advertising film. They should remain transparent and either allow views into the shop or have display space for products. The lighting provide through the windows will be sufficient to draw attention to the business operating outside of daylight hours. Although I could accept subtle external lighting that directly illuminates any sign wording".

New plans were submitted with direct input from the Conservation Officer which were subsequently approved by the Conservation Officer.

Parish Comments:
Steyning Parish Council: Objection (10/09/2024)

We strongly object to all the signage proposals including the window stickers on the grounds that they are totally out of keeping within a Conservation Area and as a listed building.

Steyning Parish were reconsulted after new plans were submitted but have not commented.

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

This application is for Installation of non-illuminated fascia sign and non-illuminated hanging sign at 64 High Street, Steyning, West Sussex. 64 High Street is a Grade II Listed Building described by Historic England as "Medieval timber-framed building with plastered front. Two storeys. Two windows. Tiled roof. Modern shop front. One casement window and one horizontally-sliding sash window above". The shop is within the Steyning Conservation Area.

The proposal has since been revised from the original submission.

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or

architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 32 and 33 of the HDPF seeks to ensure that development promotes a high standard and quality of design in order to enhance and protect locally distinctive characters. The policies also seek to ensure that the scale, massing and appearance of development relates sympathetically with the built surroundings, landscape, open spaces and routes within and adjoining the site, including any impact on the skyline and important views.

Policy 34 of the HDPF seeks to conserve, sustain and protect the cultural and heritage assets that are within the district. It ensures that development within conservation areas is consistent with the special character of buildings and areas of which they are located within. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

SNDP3 (Contribution to Character) of the SNDP seeks to ensure that development can contribute positively towards Steyning's character and that proposals are respectful of the local amenity of the property and local area. Development should respond respectfully and sensitively to the form, scale, massing, height and material palette of neighbouring properties.

The proposed for Installation of non-illuminated fascia sign and non-illuminated hanging sign at 64 High Street, Steyning.

The proposal sees the installation of fascia signs atop the existing door and to the top of the bay windows. These signs are block capitals in white against a black background. This is considered appropriate choice reflecting the conservation area more appropriately than the originally submitted detail. A hanging sign is proposed to sit to the left-hand side just above the top of the bay windows. This too is in white block capitals against a black background. The signs are to be non-illuminated which will be secured via condition to protect the amenity of the area.

The proposal is judged to be acceptable and would not harm the appearance of the building or wider street scene. It would be considered that the proposal would abide by the relevant policies above.

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 (Non-Illumination)**: The proposed signs shall not be illuminated either internally or externally.

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

POSITIVE AND PROACTIVE STATEMENT

Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015. 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, in order to be able to, where possible, grant permission.

Plans list for: DC/24/1169

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan		NONE	01.08.2024
Design & Access Statement	Heritage	A 452-1 _1	29.10.2024
Elevation plan		A 452-5 _1	29.10.2024
Details plan		A 452-2 _1	29.10.2024
Details plan		A 452-3 _1	29.10.2024
Details plan		A 452-4 _1	29.10.2024
Block plan		A 452-6 _1	29.10.2024
Elevation plan		A 452-7 _1	29.10.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 15/11/2024

Authorising Officer sign/initial RHERMITAGE Date: 17.12.2024