Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1173
64 High Street, Steyning, West Sussex, BN44 3RD

DESCRIPTION:
Installation of non-illuminated fascia sign and non-illuminated hanging sign (Listed Building Consent).

RELEVANT PLANNING HISTORY:

DC/24/1169	Installation of non-illuminated fascia sign and non-illuminated hanging sign	Consideration
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

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF):

Horsham District Planning Framework (2015):
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:
1 Representation was received which objected to the original proposal:

- Design
- Loss of General Amenity

A design amendment was submitted with input from HDC Conservation. No representation were received after this amendment was submitted.

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

Section 16, Paragraph 201 of the NPPF (2023) states that "Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal". Paragraph 206 adds that "Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification".

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.

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 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. 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 considered to sit neatly into the existing building as well as being more reflective of the conservation area and in keeping to character of the historic building. The proposal matches several other buildings nearby as well as uses the existing colour palette of the building. The conservation officer was satisfied by the redesign and considered the proposal better reflected the building itself and the wider area.

It is considered that the proposed would not result in any adverse impacts to the significance or historic interest of 64 High St, in accordance with development plan policies.

Recommendation: Application Permitted

Conditions:

1 **Standard Time Condition**: The works hereby permitted shall begin before the expiration of three years from the date of this consent.

Reason: To comply with Sections 18 (as amended) and 74 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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/24/1173

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