DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/0565
The White Horse Inn, 23 High Street, Steyning, West Sussex, BN44 3YE

DESCRIPTION:

Replacement externally illuminated post sign.

RELEVANT PLANNING HISTORY:

DC/18/2094	Retrospective application for the erection of an external store to the garden.	Withdrawn Application on 07.01.2019
DC/19/0367	Erection of a covered seating area, new paving and installation of external lighting. (Full Application)	Withdrawn Application on 12.04.2019
DC/19/0368	Erection of a covered seating area, new paving and installation of external lighting (Listed Building Consent)	Withdrawn Application on 12.04.2019
PE/23/0109	Extension of patio area, alterations to car park egress and parking arrangements and provision of pagoda to patio area	Pre-Application Advice Given on 09.08.2023
DC/23/1692	Extension of existing patio area and installation of a pergola. Alterations to car park egress, parking arrangements and associated works. (Full Application)	Application Permitted on 05.01.2024
DC/23/1693	Extension of existing patio area and installation of a pergola. Alterations to car park egress, parking arrangements and associated works. (Listed Building Consent)	Application Permitted on 07.11.2023
DC/23/1993	Installation of 1x externally illuminated hanging sign, 2x non-illuminated post signs, 2x internally illuminated menu case and sign, 1x externally illuminated fascia sign, 1x non-illuminated projecting sign, 1x non-illuminated door plaque, 6x non-illuminated fascia sign, and 7x static floodlights.	Application Permitted on 08.03.2024
DC/23/2031	Installation of 1x externally illuminated hanging sign, 2x non-illuminated post signs, 2x internally illuminated menu case and sign, 1x externally illuminated fascia sign, 1x non-illuminated projecting sign, 1x non-illuminated door plaque, 6x non-illuminated fascia sign, and 7x static floodlights. (Listed Building Consent)	Application Permitted on 02.02.2024
DISC/23/0249	Approval of details reserved by condition 2 to approved application DC/23/1693	Application Permitted on 29.12.2023

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 Plan:
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:

HDC Conservation: No Objection

Parish Comments:

No Objection

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

The application site is located to the south of the High Street within the built-up area and designated Conservation Area of Steyning. The surrounding buildings are mainly a mix of retail and commercial uses and with some residential uses. The siting of the existing post sign for the White Horse Inn is adjacent to the boundary wall at the front of property fronting the High Street and adjacent to an existing post streetlight.

This application proposes the replacement of the post and signage to the front of the site. It is noted that the site benefits from advertisement consent under DC/23/1993 to change certain signage on the building, including the 2no. menu case boxes shown on the proposed elevations.

Policy Background

The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

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 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.

Policy 34 of the HDPF states that development should reinforce the special character of the district's historic environment through appropriate siting, scale, form and design, including the use of traditional materials and techniques. Development should make a positive contribution to the character and distinctiveness of the area, ensuring that development in conservation areas is consistent with the special character of those areas.

Character and Visual Amenity

The application site is located within the designated Conservation Area and adjacent to several Listed Buildings. The application has been consulted with the HDC Conservation Officer. The proposed replacement timber post and signage is considered to be or a design and form that would respect the special character of the conservation area.

The materials are considered appropriate within the context of the existing street scene and wider Conservation Area, and the resultant proposed signage would not therefore harm the appearance of the building or wider streetscene.

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.

Given the nature of the proposed signage, the development would not create a visual or physical obstacle for pedestrians and vehicle users; no sightlines or clearances would be affected, and therefore the proposal would not impact on public safety.

Summary:

It is considered that the signage would not have a significantly harmful impact on the appearance of the building and wider street scene to warrant refusal. The signage would not result in hazard to public safety, and is considered to be in accordance with Policies 14 and 34 of the HDPF

Recommendation: Application Permitted

Conditions:

1 **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.

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/24/0565
(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
Details plan	Proposed Signage Page 1 of 5	187715 REV A	11.04.2024
Photos	Proposed Signage Page 2 of 5	187715 REV A	11.04.2024
Photos	Existing Signage Page 3 of 5	187715 REV A	11.04.2024
Location plan	Location Plan Page 5 of 5	187715 REV A	11.04.2024
Site plan	Site Plan Page 4 of 5	187715 REV A	15.04.2024
Location plan		NONE	11.04.2024

DELEGATED

Case Officer sign/initial Steve Astles Date: 18.06.2024

Authorising Officer sign/initial Tamara Dale Date: 19.06.2024