DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/1253
Hascombe Farm , Horn Lane, Henfield, West Sussex, BN5 9SA

DESCRIPTION:

Installation of 1x illuminated free standing sign to replace previous sign. (Retrospective).

RELEVANT PLANNING HISTORY:

DC/24/0788	Variation of Condition 1 of previously approved application DC/22/0408 (Erection of a barn for use as stables) Relating to the materials.	Application Permitted on 13.08.2024

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

Henfield Neighbourhood Plan (HNP) 2017 - 2031:
Policy 12 - Design Standards for New Development

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:

None received

Parish Comments:

None received

Representations:

2 letters of representation were received from a single household that objected to the application:

- Illumination levels

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 the installation of 1x illuminated free standing sign to replace previous sign (Retrospective) at Hascombe Farm, Horn Lane, Henfield, West Sussex.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

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 12 of the HNP advocates that new development be of sound design and reflective of the character of the area. It aims to protect against inappropriate development by ensuring the design, scale, layout and massing of development is appropriate to the immediate area. Development should be respectful to the conservation area and listed buildings if applicable.

The development seeks retrospective advertisement consent for the installation of 1x illuminated free-standing sign to replace previous sign. The free-standing sign is 3m in height and 1.5m in width. The sign advertises 3 local business and is positioned 3m off to the side of the carriageway. The proposal is not considered to impact on highway safety due to this separation. It is considered the sign would be quite usual in this context and would not be resisted.

The proposal is considered to be of a design, form and scale which is appropriate to the character and appearance of the site and wider surroundings, and which would not harm the character or appearance of the wider area. It is therefore considered that the visual impact of the proposal is acceptable and would accord with the above policies.

Amenity

The sign is illuminated. Usually this would be resisted considering the countryside location, however it is considered that a reduced level of illuminance, during restricted hours would be acceptable without adversely affecting public amenity. A condition is recommended to limit the illuminance level to 250 cd/m and hours of operation to 08:00hrs and 10:00hrs (inclusive). With this, it is considered that there would be minimum amenity impact with these secured via condition.

Other Matters

Horsham District Council recognises representations received. The council has secured via condition that the lighting for the advertisement will be controlled both in terms of illuminance value and its

operating hours. These are thought enough to negate against any adverse impact to the amenity and should protect the local area.

Recommendation:

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 Illumination (Amenity)**: The intensity of illumination of the proposed sign shall not exceed 250cd/m2.

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

4 **Non-Intermittent Illumination (Amenity)**: The illumination of the proposed sign shall be of a non-intermittent type.

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

5 **Hours of Illumination (Times)**: The signs hereby permitted shall only be illuminated during the hours of 0800hrs to 1000hrs (inclusive) daily.

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

NOTE TO APPLICANT
The applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email street.works@westsussex.gov.uk) to confirm whether a Section 177 Licence under the Highways Act 1980 is required.

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/24/1253
(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
Location plan	New Entrance Signage	2820.2 - 01 rev A	16.09.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 08.11.2024

Authorising Officer sign/initial TDale Date: 14.11.2024