



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0579
Kings Head, 40 High Street, Billingshurst, West Sussex, RH14 9NY

DESCRIPTION:

Installation of 1x illuminated sign to the front elevation. (Retrospective). (Advertisement Consent).

RELEVANT PLANNING HISTORY:

DC/26/0746	Installation of 1x internally illuminated sign to the front elevation. (Retrospective). (Listed Building Consent).	Pending Consideration
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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 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles
Policy 34- Cultural and Heritage Assets
Policy 40- Sustainable Transport
Policy 41- Parking

The Billingshurst Parish Neighbourhood 2019-2031

Billingshurst 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:

HDC Conservation: Objection

The sign does not directly advertise the business and is smaller than the principal signs that do and therefore is considered superfluous to the success of the business. The LED screen and lighting method does not reflect traditional signage and will draw attention away from the architectural features of the building. As such, the team are satisfied less than substantial harm, at the low end of the scale, has resulted following the sign's fitment to the principal elevation. There are no public benefits arising as a result of this fitment and therefore the application should be refused.

Parish Comments: Neutral Response

Saw no cause for objection to the plans as submitted. The committee stated that this stance should not be taken as a precedent for other applications within the conservation area and found it regrettable that the application was not done in advance of the work.

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

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.

In line with the above, the matters considered as part of this application so far as they relate to the amenity and public safety considerations of an application for advertisement consent.

Amenity

The NPPF 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.

Local policy reinforces the legislation and national policy aims. 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. The cumulative impact of advertisements on the character and appearance of the surrounding townscape and landscape will be considered as part of any such application.

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 recognises heritage assets as an irreplaceable resource and seeks to sustain and enhance the historic environment through the positive management of development affecting them. Amongst other matters, proposals should reinforce the district's historic character through appropriate siting, scale, form and design, including the use of traditional materials and techniques; make a positive contribution to local character and distinctiveness, including within conservation areas; preserve locally distinctive vernacular buildings, their settings, features, fabric and materials; and retain and enhance the setting of heritage assets, including important views and historic public realm features.

Retrospective advertisement consent is sought to retain an illuminated sign on the eastern (front) elevation of the Kings Head, 40 High Street. The King's Head is a Grade II Listed building, sited within the Billingshurst Conservation Area, in which the locality is characterised by numerous statutory and locally listed buildings.

The projecting sign measures approximately 0.84m in height, projects 0.67m from the wall and has a depth of 0.16m. It comprises a rectangular LED display measuring approximately 0.60m high by 0.40m wide, with an illuminated panel beneath displaying the word 'Guinness'. The display and panel are enclosed within a black casing and supported by a black metal bracket fixed to the building. No details relating to the levels of illumination have been provided, nor what the screen displays.

Whilst there are some illuminated shopfronts within the vicinity, these are integrated into the buildings, with the lighting angled downwards towards the street. There are also projecting hanging signs within the locality, however these are discreet and, where illuminated, are lit by means of trough lighting in a sympathetic manner. This contrasts with the proposed LED display, which would appear visually prominent within the Conservation Area and in contrast to the existing advertisements in the surrounding area, including the traditional hanging sign and advertisements displayed at the King's Head. Whilst the submitted Heritage and Lighting Statement advises that the display will only be illuminated when the external lighting is switched on, it would nevertheless be visually prominent, particularly during the darker winter months.

The LED screen and lighting method does not reflect traditional signage and will draw attention away from the architectural features of the building. There are no public benefits arising as a result of this

fitment and the sign does not directly advertise the business and is smaller than the principal signs that do and therefore is considered superfluous to the needs of the business, especially given it's prominent location within the village centre and main thoroughfare.

For the reasons set out above, it is considered that the proposed advertisement would unduly harm to the visual amenity of the area.

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 advertisement is fixed to the front elevation of the building and would not obstruct the public highway or impede pedestrian movement. Furthermore, it would not obscure or prevent the reading of any traffic signs or otherwise give rise to crime or security concerns. Whilst no details of the illumination levels have been provided, having regard to the scale and position of the sign, it is not considered that the illumination would result in harm to highway safety.

The proposal is therefore considered acceptable in terms of public safety and complies with Policies 40 and 41 of the HDPF.

Conclusion

The advertisement, by reason of its illumination and siting would appear visually intrusive and would fail to respond positively to the character of the Conservation Area, causing undue harm to the visual amenity of the area. The visual impact of the illuminated sign prevents an ability to appreciate the architectural features as intended, and results in harm to the special interest of the Grade II Listed Building. The illuminated sign fails to respect the architectural style and character of the host building, and results in adverse harm to the architectural interest of the designated heritage asset, and to the visual amenity of the area, contrary to Policy 14, 32, 33, 34 of the Horsham District Planning Framework (2015).

Recommendation: Application Refused

Reason(s) for Refusal:

1. The advertisement, by reason of its illumination and siting would appear visually intrusive and would fail to respond positively to the character of the Conservation Area, causing undue harm to the visual amenity of the area. The visual impact of the illuminated sign prevents an ability to appreciate the architectural features as intended, and results in harm to the special interest of the Grade II Listed Building. The illuminated sign fails to respect the architectural style and character of the host building, and results in adverse harm to the architectural interest of the designated heritage asset, and to the visual amenity of the area, contrary to Policy 14, 32, 33, 34 of the Horsham District Planning Framework (2015).

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/26/0579

(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents **not approved:**

Plan Type	Description	Drawing Number	Received Date
Elevation plan	Existing East Elevation (Front)	NONE	29.04.2026
Elevation plan	Existing North Elevation (Side)	NONE	20.05.2026
Plans	Guiness 2.5P LED Roundell (1 of 3)	1/3	04.06.2026
Plans	Guiness 2.5P LED Roundell (2 of 3)	2/3	13.05.2026
Plans	Guiness 2.5P LED Roundell (3 of 3)	3/3	13.05.2026
Location plan	Location Plan with Proposal Added	NONE	13.05.2026
Site plan	Block/Site Plan	NONE	13.05.2026
Supporting Docs	Heritage Statement	NONE	13.05.2026

DELEGATED

Case Officer sign/initial Sam Nye Date: 22/07/2026

Authorising Officer sign/initial Tamara Dale Date: 29/07/2026