Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1851
Stane Court , Stane Street, Billingshurst, West Sussex, RH14 9HP

DESCRIPTION:
Installation of 3x non-illuminated fascia signs.

RELEVANT PLANNING HISTORY:

DISC/18/0061	Approval of details reserved by conditions 3 and 4 on DC/17/2738	Application 06.04.2018	Permitted on
DC/17/2738	Erection of single storey office extension and extension of hardstanding to provide 28 additional parking spaces. Alterations to existing access to improve visibility splays and turning radii. (Amendment to scheme approved under application ref DC/17/2698)	Application 23.01.2018	Permitted on
DC/17/1801	Erection of single rear storey office extension and extension to existing hardstanding to provide additional 28 parking spaces. Alterations to existing crossover to improve access radii and visibility splays.	Application 13.10.2017	Permitted on
DC/16/2087	Erection of 1x non-illuminated fascia sign, 1x non-illuminated totem sign	Application 09.11.2016	Permitted on
DC/11/0728	Change of use to allow extension of existing car park to provide 9 No. parking spaces (net increase of 6 spaces)	Application 29.07.2011	Permitted on

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

The Billingshurst Parish Neighbourhood Plan 2019-2031

Horsham District Local Plan 2030-2040 (Regulation 19):
Strategic Policy 13: The Natural Environment and Landscape Character
Strategic Policy 14: Countryside Protection
Strategic Policy 19: Development Quality
Strategic Policy 20: Development Principles
Policy 22: Shop Fronts and Advertisements

Billingshurst 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:

Place Services Ecology: No objection to the amended plans submitted on 17 January 2025: -
'As the fascia signs are not illuminated and given the location, there will be no impact on ecology. We have no objections on ecological matters excluding Great Crested Newt as we have been instructed to leave comments on this European Protected Species to the NatureSpace Partnership.

Please note that the site lies approximately 5.2km east of The Mens Special Area of Conservation (SAC) and therefore lies within the 6.0km Key Conservation Area for the SAC (Sussex Bat Special Area of Conservation Planning and Landscape Scale Enhancement Protocol). The qualifying feature for the SAC is Barbastelle bats.

Therefore, if the fascia signs should need to be illuminated at a later date, this will trigger HRA screening in relation to The Mens SAC.'

HDC Arboriculture: No objection to the initial proposal: -
'The trees team were consulted on the above application presumably due to the site being within the theoretical minimum recommended buffer zone to the Ancient Woodland (Church Wood) on the opposite site of the A29. As the woodland is beyond the engineered highway there are no direct impacts on any trees/woodland integrity from the proposed development.'

HDC Arboriculture was consulted after new plans were submitted but have not commented.

HDC Environmental Health: Advice to the initial proposal: -
HDC Environmental Health officer expressed concerns over the impacts of proposed illuminated signs to the residential dwellings at Pratt's Farm Cottages, located to the immediate south of the application site. Limited hours of illumination has been recommended.

HDC Environmental Health has no further comments to the amended proposal as it relates to non-illuminated signs.

WSCC Highways: Advice *(summary)*: -
The proposal should be in accordance with HDC's standing advice on advertisement consents.

Parish Comments:

Billingshurst Parish Council: Objection to the initial proposal: -
Billingshurst PC objects to the initially submitted proposal with the following concerns:

- As a 'non-consumer facing business', the size and design of the proposed signs are inconsistent with the character of the building and the area
- The proposal would result in light pollution
- The proposal would result in a 'material adverse impact' to the external appearance of the existing building

Billingshurst PC continues to object to the amended proposal submitted on 17 January 2025, reiterating concerns over the scale of the signs inconsistent with the character of the building and the area.

Representations:
One objection has been received to the initial proposal with the following concerns: -

- The totem sign should not be illuminated

- The illuminated totem sign could impact highway safety

No representations have been received regarding the amended proposal submitted on 17 January 2025.

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 initial application relates to the installation of signage, including 3 new illuminated fascia signs and the alteration of existing non-illuminated free standing totem sign to illuminated at Stane Court, Stane Street, Billingshurst, RH14 9HP.

The proposal has since been revised from the original submission, with amended plans submitted to the Department on 17 January 2025, removing all proposed illuminated elements in the proposal. This application therefore relates to the proposed installation of 3 non-illuminated fascia signs. The existing totem sign has now been omitted from the proposal.

Character and Appearance

Policy 14 of the HDPF is the main policy against which proposals for advertisements are considered. It states that advertisements will be permitted where they respect the character of the buildings or location of which they form a part, which would include the use of appropriate materials, colours and illumination. Furthermore, the policy confirms that advertisements should be of an appropriate size and siting and should not impar pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

Policy 25 of the HDPF seeks to ensure the Natural Environment and landscape character of the Horsham District, including the landscape, landform and development pattern, together with protected landscapes and habitats will be protected against inappropriate development.

Policy 26 of the HDPF requires proposals to be of a scale appropriate to its countryside character and location. Development should not lead, either individually or cumulatively, to a significant increase in the overall level of activity in the countryside, and protects, and/or conserves, and/or enhances, the key features and characteristics of the landscape character area in which it is located.

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 build surroundings, landscape, open spaces and routes within and adjoining the site, including any impact on the skyline and important views.

The proposed three non-illuminated signs would each be situated in the southern, eastern and northern elevations of Stane Court.

An aluminium non-illuminated fascia sign measuring approximately 7.67 metres in length and 0.514 metres in height would be installed at the existing black timber cladding of the existing eastern side elevation fronting Stane Street. This proposed fascia sign would replace the previous fascia sign at the same location installed under planning permission ref: DC/16/2087, which was removed in 2024.

Additionally, two round aluminium non-illuminated fascia signs with a diameter of 2 metres would be installed. One of which would be installed on existing black timber cladding at the north elevation of the existing building, part of an office extension constructed under ref: DC/17/1801; and the other would be installed on existing black timber cladding at the south elevation of the existing building, fronting the adjacent residential dwellinghouses.

The proposed round sign at the south elevation of the existing building and the proposed sign at the east elevation would also be visible from the public highway, whilst the proposed round sign at the north elevation would be set back from the public highway and would also be well-screened through existing hedging.

The proposed fascias would appear large in scale. It is noted that the Parish Council objects to the proposal with concerns over its size, and that they are unnecessary for a non-retail premises.

All three of the proposed aluminium signs are proposed to be white in colour. With a black background, the legibility of the advertisements would be enhanced compared to the former relatively dark coloured fascia sign on the east elevation fronting Stane Street.

Despite the relatively large sizes, all three proposed fascia signs would have a thickness of 50mm and installed flat on the external elevations of the existing building. It is not considered that the proposal would result in a detrimental impact to the visual amenity of the buildings or surrounding area.

Highways Impact

The proposed fascia signs would not be located within the publicly maintainable highway. Additionally, with a proposed thickness of 50mm, it is not considered that highway visibility would be obstructed.

The non-illuminated nature would also not pose an unacceptable impact to pedestrian or highway safety. Non-illumination will be secured through condition to safeguard the amenity of the area and ensure pedestrian and highway safety are not prejudiced. The proposal is considered to be acceptable and would not harm the appearance of the existing building, wider street scene, or the character of the countryside. It is considered that the proposal would accord with the above policies.

Other Matters

An error has been identified in the description of the proposed plans for the large fascia sign at the east elevation of the building. A subsequent revision was submitted on 31 January 2025 removing the description. Email correspondence dated 31 January 2025 also confirms the colours of all three fascia signs would be white

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.

Reasons: 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/24/1851

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Plans	Signage east elevation dimensions	NONE	31.01.2025
Supporting Docs	Exterior Signage	NONE	13.02.2025
Site plan		NONE	17.01.2025
Plans	Signage front and rear (north and south) elevations dimensions	NONE	17.01.2025
Location plan		NONE	29.11.2024
Elevation plan	North, South and East Elevations	NONE	13.02.2025

DELEGATED

Case Officer sign/initial Joshua Lee Date: 13.02.2025

Authorising Officer sign/initial RHERMITAGE Date: 17.02.2025