Horsham District Council

# DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0769
Roundstone Park , Worthing Road, Southwater, West Sussex, RH13 9JF

DESCRIPTION:
Installation of 1 x 3 Year Warranty Railing Banner (A), 1 x Awards Railing Banner (B), 2 x Monolith back to back signs (E), 3 x Churchill Living Flag Poles (F1), 2 x HBF Flag Poles (F2) and relocation of the 1 x Welcome Board Signs on Posts (G) (as approved under DC/24/1897).

RELEVANT PLANNING HISTORY:

| | | |
|---|---|---|
| DC/22/0096 | Demolition of existing buildings and erection of 36 Retirement Living Apartments and 6 Retirement Cottages, including a Lodge Manager's office, communal facilities, a guest suite, parking and landscaping. | Permitted on 20.02.2024 |
| DC/24/0541 | Variation of Condition 1 of previously approved application DC/22/0096 (Demolition of existing buildings and erection of 36 Retirement Living Apartments and 6 Retirement Cottages, including a Lodge Manager's office, communal facilities, a guest suite, parking and landscaping) Relating to the internal layout and alterations to the substation and buggy store. | Permitted on 10.07.2024 |
| DC/24/1897 | Installation of 4x Churchill Living flag poles, 1x Reserving Now Railing Banner, 2x Welcome centre directional signs, 1x Welcome board sign on post, 2x Lodge Name signs, 2x Visitor car park sign, 1x Welcome centre wall sign.. | Permitted on 05.02.2025 |

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

**Southwater Neighbourhood Plan (2019-2031)**
SNP16: Design

**Parish Design Statement**: Southwater 2011

**Other Guidance:** West Sussex Illuminated Signs Standing Advice (WSCC)

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:
WSCC Highways: No comment.

Parish Comments:
No objection.

Representations:
1 objection has been received on the following grounds:

- The flag poles erected are noisy and cause a disturbance.
- The flag poles are unsightly.
- The works on site have caused a disturbance.
- Highway issues with trucks.
- Concern about ground 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
Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, considering the provisions of the development plan, in so far as they are material, and any other relevant factors. 'Amenity' includes a consideration of aural and visual impact, as well as general characteristics of the locality, including architectural, historic or other similar cultural features which may be present.

The NPPF (2024) at para. 141 states that the *'quality and character of places can suffer when advertisements are poorly sited and placed*'. The cumulative impact of advertisements can be considered in the resulting amenity and public safety assessments.

Southwater Neighbourhood Plan Policy SNP16 states that all development must be of high quality design and that '*clutter is to be avoided on streets and drives (excessive posts, signs, bollards etc.) and buildings (satellite dishes, meter boxes, soil pipes etc.).*'

The advertisement period sought is up to 06.05.2030. As presented in the application material, none of the proposed signage is located within publicly maintainable highway or situated within land to be adopted by West Sussex County Council; a visibility splay; nor overhangs the publicly maintainable highway. The signage will be visible from the public highway.

Amenity

The signage proposed would form the following:

- 1 x 3 Year Warranty Railing Banner
- 1 x Awards Railing Banner

- 2 x Monolith back to back signs
- 3 x Churchill Living Flag Poles (6m)
- 2 x HBF Flag Poles (6m)

The proposal would result in various signs facing Worthing Road. The most prominent would be the four flag pole signs up to 6m in height. Whilst prominent, the signs are not illuminated and would not overly dominate the street scene. The current application follows the approval for a number of signs, including pole signs, under DC/24/1897. Combining the two consents, as shown on drawing 281 rev K, there would be a total of 5 flag poles signs and an additional monolith sign adjacent the entrance. This is considered appropriate.

The assessment of these proposed signs takes into account the display of flag pole signs and advertisement for the Berkeleys site onto Worthing Road, which sits opposite. These signs at the Berkeleys site were in place for a limited period and included 8 flag pole signs. As with the totem signs for Berkeleys site, it is considered appropriate for the flag pole signs and monolith signs to only be displayed for a temporary period only, while the development is being constructed and initial occupations take place.

A condition is therefore recommended requiring the flag pole signs and monolith signs to be removed within three years. The remaining proposed signs at Roundstone are all much less dominant than the flag pole signs, mostly being attached to the railings for the development.

Overall, subject to the time limit condition for the flag pole signs, the signage in combination with the signage previously approved under DC/24/1897 is judged of acceptable amenity impact in terms of overall number, size, and arrangement so as not to harm the existing appearance and character of the locality. As such, the proposed signage is judged compliant with relevant development plan policies, including HDPF 14.

Public Safety

The proposed signage would qualify for assessment under the Local Highway Authority (LHA)'s adopted Standing Advice on signage. West Sussex County Council in its capacity as LHA has been consulted and have commented that an assessment following its standing advice would be sufficient.

The site is located on Worthing Road, an A-classified road. From inspection of the plans, the proposed signage would be in private land and do not encroach into the maintained highway. In addition, the proposed signage is not anticipated to detrimentally impact vehicular visibility in this location, nor pose a significant distraction to drivers.

In summary on public safety, the LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 111), and that there are no transport grounds to resist the proposal. In these regards, the proposal would therefore satisfy HDPF Policy 40.

Overall Conclusion

In conclusion, the signage proposed would not be unduly harmful to the wider amenity values, and would be in accordance with HDPF Policies 14, 25, 26, 32 and 33 and the NPPF (2024).

**Recommendation: Application Permitted**

Conditions:

**1. Approved Plans**

**2. 1 to 5 Standard Advert Conditions**
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 in accordance with Policies 14, 32, 33 and 40 of the Horsham District Planning Framework (2015).

3. **Regulatory Condition**: The flag pole signs and monolith signs hereby consented shall be removed no later than 18 July 2028.

Reason: In the interests of the visual amenities of the locality in accordance with Policy 14 of the Horsham District Planning Framework (2015).

NOTE TO APPLICANT

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.

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**Plans list for: DC/25/0769**
(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 | | 20083SW_PL_001 REV P1 | 23.05.2025 |
| Elevation & Floor plan | Signage | 281 REV K | 08.05.2025 |
| Elevation & Floor plan | Proposed, Signage | 282 REV A | 08.05.2025 |

**DELEGATED**

Case Officer sign/initial Jason Hawkes Date: 16.07.2025

Authorising Officer sign/initial Adrian Smith Date: 17/07/2025