



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0308

Chequer Inn, 41 High Street, Steyning, West Sussex, BN44 3RE

DESCRIPTION:

Installation of 1 x double sided illuminated hanging sign to existing bracket to with new linolites and drop panel, and 1 x clean and relamp of existing lantern. (Advertisement Application).

RELEVANT PLANNING HISTORY:

DC/26/0309	Installation of 1 x double sided illuminated hanging sign to existing bracket to with new linolites and drop panel, and 1 x clean and relamp of existing lantern. (Listed Building Consent).	Pending Determination
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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 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 (made):

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:

Steyning Parish Council: No objection provided illumination is switched off at closing time.

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

Policy 14(3) of the Horsham District Planning Framework (HDPF) states that Advertisements, including hoardings, illumination of hoardings and illuminated fascia signs 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; impair on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

The site is located within the Steyning Conservation Area. Policy 34 of the HDPF states that applications made within conservation areas will be required to: (2) Reflect the current best practice guidance produced by English Heritage and Conservation Area Character Statements; (3) 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; (4) Make a positive contribution to the character and distinctiveness of the area, and ensuring that development in conservation areas is consistent with the special character of those areas, and (7); Retain and improves the setting of heritage assets, including views, public rights of way, trees and landscape features, including historic public realm features.

The application site is located on the southwest side of the High Street within the Steyning Conservation Area. No 41 (The Chequers Inn) is a Grade II listed building. Timber-framed building, probably of medieval date, refaced with brick, now painted, in C18. Modillion cornice and parapet. Tiled roof. Glazing bars intact. Three-light bay window at each end of front on both floors. Porch with flat head and modillion cornice. Double doors of six fielded panels.

Advertisement planning permission is sought to replace the existing front projecting double-sided pictorial sign, which is fixed to the existing ornate bracket, with a new double sided pictorial sign (measuring 800mm by 800mm). 3mm thick aluminium face panel with painted background pictorial chequer board image. Dulux ruby scarlet background with gold frame. Also, a new drop panel (800mm by 200mm by 3mm) with the house name 'CHEQUER INN', in beige text.

Two new linolites (250mm projection) are to provide static illumination to the sign. Also proposed is to clean and relamp the existing lantern at the end of the ornate bracket, this will be done in situ. Maximum illumination (static) is to be 300 cd/m

The siting of the proposed signage is largely replacing existing in a similar design and lighting and it is considered that the proposed would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety. Following consultation with the Council's Conservation Officer, no objection was raised with regards to the proposed arrangement in terms of the proposal's heritage impact. With the above in mind, the proposal is considered to accord with the provision of policies 14 and 34 of the HDPF.

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 Condition:** The intensity of illumination of the proposed signage shall not exceed 300cd/m² and lit during opening hours only.

Reason: In the interests of public amenity and highway safety.

- 4 **Advert Condition:** The illumination of the proposed sign shall be of a non-intermittent type.

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/26/0308

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Design & Access Statement		NONE	20.02.2026
Supporting Statement	HERITAGE	NONE	20.02.2026
Block plan		NONE	20.02.2026
Supporting Docs	SIGN AND LANTERN INFORMATION	NONE	20.02.2026
Location plan		NONE	20.02.2026

DELEGATED

Case Officer sign/initial Steve Astles Date: 10.04.2026

Authorising Officer sign/initial RHERMITAGE Date: 17.04.2026