HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	Leonardslee Gardens Brighton Road Lower Beeding West Sussex
DESCRIPTION:	Installation of 3x non-illuminated free standing banner signs
REFERENCE:	DC/24/0088
RECOMMENDATION:	Objection

SUMMARY OF COMMENTS & RECOMMENDATION:

Updated Response in blue 09/04/2024

The reduction of three signs to two, is not sufficient to address the concerns raised previously and it does not change our assessment that the signage will exacerbate the adverse effects on the landscape character and amenity of the area, in combination with the visual urbanisation experienced as result of the loss of the vegetation along the A281.

Our recommendation remains, that until the planting is established and the presence of the car park softened, additional advertising features remain inappropriate along this sensitive edge of the Grade 1 Park and Gardens.

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Proposals for erection of 3 free standing banner signs within an ecological buffer adjacent to A281 are incongruous and lacking consideration for the setting of the historic parkland. Past removal of vegetation, which screened the road from the car park and house, has resulted in an exposed entrance with views directly into the car park and erosion of the rural character of the area. Notwithstanding the size of the signs, the advertisement material is dominant, furthering the urbanisation of the site.

A landscape condition under DC/22/2229, to include an enhanced buffer and reinstatement of the hedge to A281 boundary is yet to be discharged and planting proposals have not been submitted for consideration.

It is our recommendation that until these details have been submitted, approved and planting established, additional advertising features will result in adverse effects to the character and visual amenity of the area and should be resisted.

MAIN COMMENTS:

ANY RECOMMENDED CONDITIONS: N/A

NAME:	Karen Roberts Assistant Landscape Officer and Specialist Support

SIGNED OFF:	Inês Watson CMLI Specialist Team Leader (Landscape Architect)
DEPARTMENT:	Specialists Team - Strategic Planning
DATE:	29/02/2024
	09/04/2024