Horsham District Council

Bailey Mulderig
Principle Systems Ltd
Tandem Industrial Estate
360 Building
Huddersfield
HD5 0AL

Application Number: DC/24/0121

TOWN & COUNTRY PLANNING ACT, 1990 (as amended)
TOWN & COUNTRY PLANNING (Control of Advertisements) (England) Regulations 2007

On behalf of: Ms Bailey Mulderig Principle Systems Ltd

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby REFUSE CONSENT to the following display of (an) advertisement(s):

Installation of 1 x illuminated free standing sign (4.750m High) and 3x 10 m flag poles.

Clemsfold Corner Guildford Road Clemsfold West Sussex

as shown on Plan and Application Number DC/24/0121 submitted to the Council on 07/05/2024. The reasons for the Council's decision to refuse to permit the above works are specified hereunder.

1 The advertisements are unsympathetic and incongruous additions which due to their scale, appearance, illumination, number, and siting, would cause harm to the visual amenities of the character and appearance of the wider area. The advertisements are therefore detrimental to the visual amenities of the locality, and contrary to Policies 14 of the HDPF and Policies 5 and 12 of the Slinfold Neighbourhood Plan.

Schedule of plans/documents

Plan Type	Description	Drawing Number	Received Date
Details plan	Totem sign	none	01.03.2024
Details plan	Totem sign	NONE	06.03.2024
Details plan	base plate	NONE	06.03.2024
Details plan	plans and elevations	NONE	06.03.2024
Supporting Docs	Lighting	NONE	08.02.2024
Site plan		TQRQM24037092608534	07.05.2024
Supporting Docs	Technical Instruction Manual Triple Banner	NONE	22.01.2024
Location plan		MPMBW-01145153	08.02.2024
Supporting Docs	Technical Instruction Manual	NONE	22.01.2024

Photos	Photo montage	NONE	22.01.2024
Supporting Docs	Existing and Proposed views	NONE	22.01.2024

Emma Parkes
Head of Development and Building Control

Date: 02/07/2024

ADDITIONAL INFORMATION

Right of Appeals
If you are aggrieved by the decision to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

You must appeal within 8 weeks of the date of the decision notice for an advertisement consent. Other types of application have different timescales. In particular, if an enforcement notice is/has been served for the same (or very similar) land and development, appeals should usually be lodged within 28 days. Only the applicant possesses the right of appeal.

Appeals can be made online at: https://www.gov.uk/planning-inspectorate. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are at https://www.gov.uk/government/collections/casework-dealt-with-by-inquiries.