DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1919
6 High Street, Storrington, West Sussex, RH20 4DU

DESCRIPTION:
Installation of 1x non-illuminated fascia sign to the front elevation.

RELEVANT PLANNING HISTORY:

SR/23/88	Non-illuminated directional sign. (From old Planning History)	Application Permitted on 25.04.1988
SR/26/87	Single storey rear extension and external staircase. (From old Planning History)	Application Permitted on 29.05.1987
SR/11/78	New shopfront. (From old Planning History)	Application Permitted on 21.06.1978

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

Horsham District Local Plan (2023-40) (Regulation 19):
Policy 19: Development Quality
Policy 20: Development Principles
Policy 21: Heritage Assets and Managing Change within the Historic Environment
Policy 24: Sustainable Transport

Storrington Sullington and Washington Neighbourhood Plan:
Policy 6 Development in Storrington Village Centre
Policy 14 Design

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:
None received

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
The application site is situated on the south side of the High Street within the designated Storrington Conservation Area. 6 High Street is a two-storey terraced property with neighbouring property on each side currently in commercial ground floor use. This application seeks advertisement consent for the installation of 1x non-illuminated sign onto an existing fascia board.

Legislation

Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors. An excerpt of the regulation is set out below:-

Powers to be exercised in the interests of amenity and public safety
3.—
(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
    (a) the provisions of the development plan, so far as they are material; and
    (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—
    (a) factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest;
    (b) factors relevant to public safety include—
        (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
        (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
        (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Amenity

The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements 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; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within the NPPF, the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 34 of the HDPF states that development should 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. Development should make a positive contribution to the character and distinctiveness of the area, ensuring that development in conservation areas is consistent with the special character of those areas.

The signage is affixed to an existing fascia board and does not obscure any architectural features of the existing building or those adjoining. The property forms part of an existing commercial area with the proposed sign considered appropriate in this context. There has been no adverse impact on the setting of surrounding heritage assets, the character and appearance of which have been preserved.

The sign is not illuminated and the siting is such that no unacceptable harm to neighbouring amenity would result.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The nature and siting of the proposed signage would not create any visual or physical obstacle for pedestrians and vehicle users, and no sightlines or clearances would be affected. The proposal would not have any adverse impact on public safety.

Conclusion:

It is considered that the proposed signage would not result in any harm to amenity or public safety, and is also in accordance with relevant local and national planning policies.

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.

Plans list for: DC/24/1919
(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
Plans	Sign Details	NONE	06.01.2025
Elevation plan	Proposed	NONE	09.01.2025
Location plan		NONE	10.12.2024
Supporting Statement		NONE	10.12.2024
Block plan		NONE	06.01.2025
Elevation plan	Existing	NONE	06.01.2025

DELEGATED

Case Officer sign/initial Steve Astles Date: 27.02.2025

Authorising Officer sign/initial Guy Everest Date: 06.03.2025