[redacted]

From: Planning@horsham.gov.uk
Sent: 21 May 2024 16:15
To: Planning
Subject: Comments for Planning Application DC/24/0121

Categories: Comments Received

Comments summary

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 21/05/2024 4:15 PM.

Application Summary

Address:	Clemsfold Corner Guildford Road Clemsfold West Sussex RH12 3PW
Proposal:	Installation of 1 x illuminated free standing sign (4.750m High) and 3x 10 m flag poles.
Case Officer:	Jacques Burrowes

Click for further information

Customer Details

Address:	2 CLEMSFOLD FARM GUILDFORD ROAD

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design - Loss of General Amenity - Overdevelopment
Comments:	The tractor dealership has been on site for over 40 years and is well known among the farming community of Sussex. The business has a niche market and advertising is not needed to attract the general public. This sign is designed to raise brand awareness it is not a functional safety sign. Whilst advertising is important in a commercial area this is essentially a hamlet within the countryside. It is a dominant sign and brightly coloured, it would create a visual intrusion for residents and passers by. It fails to preserve the character of the area and impacts on the visual amenity rural areas should be able to enjoy. This large sign would also add clutter to the area containing transport advisory signs for the roundabout and be a distraction for drivers approaching roundabout travelling east. This may have an impact on safety.

Travelling westwards our exit onto the carriageway is directly opposite the sign, it is increasingly difficult to exit the drive safely because of the speed of the traffic and the near blind exit. Additional distraction for drivers looking at brightly coloured fluttering flags to the right to would increase the potential for accidents at this busy turning.
While currently there are no plans to illuminate the sign it has the potential to do so, we are already flooded by light from the VOLVO garage adjacent whose lights continue all day and night and can only imagine what any potential extra lighting may bring.
Please ensure that the enjoyment of our local area and homes can continue with unnecessary additional signage.

Kind regards