Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0121
Clemsfold Corner, Guildford Road, Clemsfold, West Sussex, RH12 3PW

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

RELEVANT PLANNING HISTORY:
None relevant

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

Slinfold Neighbourhood Plan (SNP) 2014 – 2031:
Policy 5 - Development Principles
Policy 12 – Economy and Enterprise

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:
None received

Parish Comments:
The Parish objected to the proposal stating '…there is no requirement for an illuminated sign which would cause light pollution and the urbanisation of a rural location'

Representations:
1 Letter of Representation was received which objected to the application on the following grounds:

- Highway Access and Parking
- Loss of General Amenity
- Overdevelopment
- Privacy Light and Noise

Comments concerned that the property, in a rural area, is already well-advertised with this being not in keeping to the rural area. Additional signs and flags would be visible from nearby homes, disrupting the rural character. Highway concerns were also raised.

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

This application is for the installation of 1x illuminated free standing sign (4.750m High) and 3x 10 m flag poles at Clemsfold Corner, Guildford Road, Clemsfold, West Sussex. Clemsfold Corner. The site is Haynes Agriculture, a New Holland dealership on Guildford Road / A29. The site sits slightly back from the main road via a modest front entrance and is located adjacent to Doves, a Volvo dealership. The site also sits next to a dwellinghouse looking structure though it's use as a dwellinghouse is not confirmed. Though the location / immediate vicinity is a commercial site, the area is predominantly rural in character.

A revision to the scheme was requested- however, no revision was forthcoming and as such has been assessed on the plans provided.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 5 of SNP states that 'development proposals which conform in respect to the design, density and layout of the surrounding area as detailed in the Slinfold Parish Design Statement will be supported'.

Policy 12 of the SNP details that 'proposals which enable the development or enhancement of small-scale businesses will be supported where schemes:

- Are within the built-up area boundary; or
- Are contained within existing buildings; or
- Are on previously developed land, or
- Are in appropriate locations in the countryside.

Proposals will be supported if they do not involve the loss of dwellings, align with the character and vitality of the local area, respect residential amenity, and avoid unacceptable impacts on the local road network.

The proposed development is for the installation of 1x illuminated free standing sign (4.750m High) and 3x 10 m flag poles at Clemsfold Corner, Guildford Road, Clemsfold, West Sussex. Clemsfold Corner.

Consent is sought for the siting of a sign that sits on a parcel of land next to the highway in front of Haynes itself. This is for the installation of sign 2.4m in width and 0.7m depth that sits on a pole with a total height of 4.7m. The sign itself is capable of being illuminated however it has been expressed that this will not be the case. However, details relating to illuminance are provided within the application form, and the descriptions reads (as above) 'illuminated'. Given the inconsistency with the application and description, Officers advised the resubmission of an updated application and description. No such reply was received by the Council.

The application states that the signs would be illuminated to 600cd/m2. The Institute of Lighting Professionals (ILP) Professional Lighting Guid 05 (the brightness of illuminated advertisements) advises that adverts in rural areas (E2, table 3) do not exceed 200-400cd/m2 (dependent on size) (table 4). Given that the proposed illumination would exceed the upper threshold within the ILP's guidance, the level of illumination is not considered appropriate.

The sign advertises 'New Holland', the agricultural brand that Haynes sells. This is finished in the brands blue and yellow colour scheme. The proposal would be a tall addition to the roadside and comprise of additional development in the countryside. However, considering the commercial nature of the site and Doves Volvo dealership which has a larger sign (5m in height) positioned set slightly further back from the roadside, the development on balance would be considered to be of a design and scale which is suitable to its location as it is recognised there no 'large' advertising presence for Haynes.

In addition to this is the siting of flag advertising with the poles at the front of the principal elevation of a of the commercial premises (which records indicate a first floor flat). These poles would be 10m and advertise 'New Holland', again in blue and yellow. This flag poles would be seen as incongruous, uncharacteristically tall, over prolific, and dominating feature overtly visible in front of the dwellinghouse structure. This would be considered an inappropriate development considering the height and positioning of the flags in front of the main building and would be perceived in opposition the rural character of the area. Though the non-illuminated sign would be able to sit appropriately in relation to its countryside location and be in close proximity to the dwellinghouse structure, these large flag poles would eclipse the existing dwelling and would be positioned in front of it. It would be considered that these flags would over intensify the commercial aspect of the site and would represent development at odds to the wider area and countryside.

Whilst the principle of the freestanding is acceptable, the conflict in the details relating to illumination are of a concern to the Council. Given that the description reads 'illuminated' and details of illumination are within the application form (and that no agreement to the revision of the description was made) Officers are not confident that this could adequately be addressed by way of condition. The proposed 1x illuminated free standing sign (4.750m High) and 3x 10 m flag poles, given the existing and prevailing street scene, would therefore result in harm the appearance of the building and wider street scene, and would be not accord with Policies 14 of the HDPF and Policies 5 and 12 of the SNP.

Recommendation: Application Refused

Reason for Refusal:

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.

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/24/0121

Schedule of plans/documents **not approved**:

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

DELEGATED

Case Officer sign/initial J.Burrowes Date: 01/07/2024

Authorising Officer sign/initial RHERMITAGE Date: 02.07.2024