DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/1336
Haynes Agricultural Ltd, Clemsfold Corner, Guildford Road, Clemsfold, Horsham, West Sussex, RH12 3PW

DESCRIPTION:

Installation of 1x non-illuminated free standing sign.

RELEVANT PLANNING HISTORY:

DC/24/0121	Installation of 1 x illuminated free standing sign (4.750m High) and 3x 10 m flag poles.	Application Refused on 02.07.2024

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:

No Objection

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

This application is for the installation of 1x non-illuminated free standing sign 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.

The proposal is a resubmission of earlier application DC/24/0121 (Installation of 1x non-illuminated free standing sign). DC/24/0121 was refused for the following reason:

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.*

This current application has confirmed that the free-standing sign would not be illuminated, with the previously proposed flag poles now omitted.

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.

Amenity

Policy 14 of the HDPF states 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 non-illuminated free-standing sign sited on a parcel of land next to the highway in front of Haynes, with the sign 2.4m in width, 0.7m depth and atop a pole with a total height of 4.7m. The sign is non-illuminated.

The sign advertises 'New Holland'. 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) 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 'larger' advertising presence for Haynes. It is also not considered that the addition of the sign would result in cumulative clutter within the street scene. This view is consistent with that made as part of the preceding application on the site, where the sole cause of concern related to the suggestion that the sign would be illuminated.

It is therefore considered that the proposed advertisement would not result in any adverse impact on amenity and would also accord with the above policies.

Public Safety

The preceding application on the site was not refused for reasons relating to public safety. The proposed sign would not be sited in a location where it would obscure road traffic signs, impinge on visibility or cause an unexpected distraction. It is considered that the proposal does not raise any concerns in respect of the impact on public safety.

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.

3 **Advert Condition**: The signage shall not be illuminated, either internally or externally.

Reason: In the interests of the visual amenities of the locality.

Plans list for: DC/24/1336
(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	Pole Sign Sheet 5	NONE	16.09.2024
Location plan		NONE	02.09.2024
Block plan		NONE	02.09.2024
Site plan		NONE	02.09.2024
Plans	Pole Logo	NONE	02.09.2024
Plans	Pole Sign Sheet 1	NONE	02.09.2024
Plans	Pole Sign Sheet 2	NONE	02.09.2024
Plans	Pole Sign Sheet 3	NONE	02.09.2024
Plans	Pole Sign Sheet 4	NONE	02.09.2024
Plans	Signage Proposals Sheet 1	NONE REV V05	02.09.2024
Plans	Signage Proposals Sheet 2	NONE REV V05	02.09.2024
Plans	Signage Proposals Sheet 3	NONE REV V05	02.09.2024
Plans	Signage Proposals Sheet 4	NONE REV V05	02.09.2024
Plans	Pole Sign Sheet 6	NONE	16.09.2024
Plans	Pole Sign Sheet 7	NONE	16.09.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 09/12/2024

Authorising Officer sign/initial Guy Everest Date: 10.12.2024