Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0103
Land Parcel at 509602 126030, Wooddale Lane, Billingshurst, West Sussex,

DESCRIPTION:
Retrospective application for the installation of 2x non-illuminated post mounted signs.

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

Billingshurst Neighbourhood Plan 2019-2031
Policy Bill 1 - Billingshurst built-up area boundary
Policy Bill 2 - Housing design and character

Parish Design Statement:
Design Statement for the Parish of Billingshurst

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:
Members raised a strong objection to this retrospective application, adversely impacting this rural location and wildlife habitats. The chosen location of what are considered to be overbearing signs raised concerns over the access route to the development in due course and, had the potential to encourage visitors to the site and tradesman via Wooddale Lane, unsuited to both increased volumes of traffic and for parking.

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

Policy 14(3) of the Horsham District Planning Framework (HDPF) states that advertisements, including hoardings, illumination of hoardings and illuminated fascia signs 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; impair on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. 14(4) states that the cumulative impact of advertisements on the character and appearance of the surrounding townscape and landscape will be considered as part of any such application.

The signs have been erected to a field entrance the major application site known as Duckmoor Farm, AKA Wooddale, which was allowed on appeal following the refusal of DC/20/2607 for outline consent for the erection of 83x dwellings. The signs advertise the site development as allowed on appeal.

The 2x non-illuminated post mounted signs would not harm the appearance of the wider streetscene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 26, 32, 33 & 34 as they are set back from the street. The signs are to be used for the advertisement of new homes and not by means of advertisement for parking and encouragement for tradesmen. The signs will ultimately be temporary in nature and will be removed once the development is carried out- the application indicates that the signs will be removed on 09.08.2027. A condition is attached to ensure that this is adhered to.

With the above in mind, the signs do not pose a threat to highway or pedestrian safety, and given the appeal allowed on the site, does not result in any harm to the character and appearance of the site and the wider surrounding area. Any perceived harm would be temporary in nature given the sign will be removed as above.

Recommendation: Application Permitted

1 **Advertisement Consent:** The advertisement hoardings hereby permitted shall be removed upon completion of the development permitted pursuant to planning permission ref. DC/20/2607 or before 09.08.2027, whichever is the sooner.

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

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/25/0103
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Site plan	Proposed	06401-03-0001	22.01.2025
Location plan		02207-BEL-SL-06	22.01.2025
Elevation plan	Post	06401-03-0001	22.01.2025
Site plan		06401-03-0001	22.01.2025
Elevation plan		06401-03-0001	22.01.2025
Elevation plan		06401-03-0001	22.01.2025
Elevation plan	Post	06401-03-0001	22.01.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 12/03/2025

Authorising Officer sign/initial RHERMITAGE Date: 13.03.2025