DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
S106/24/0009
Mowbray Development Site, Horsham, West Sussex,

DESCRIPTION:
Details pursuant to the Schedule 7, paragraph 2.13 of legal agreement (ref: DC/16/1677) for the Mowbray site in relation to Employment Marketing Strategy Update.

RELEVANT PLANNING HISTORY:

DC/16/1677	Outline planning application with all matters reserved except access for a mixed use strategic development to include housing (up to 2,750 dwellings), business park (up to 46,450 m2), retail, community centre, leisure facilities, education facilities, public open space, landscaping and related infrastructure	Application Permitted on 01.03.2018
DC/19/0984	Non material amendments to approved application DC/16/1677 (the North Horsham Development site) for amendments to the wording of conditions 5,7,8,9,11,12,13,14,16,17,18,19,22,28, 31 & 54 and the introduction of a new condition to enable the Principal Access Works to come forward	Application Permitted on 12.06.2019
DC/21/0181	Non Material Amendment to condition 2 of DC/16/1677 (Outline planning permission for Land North of Horsham strategic site) to amend all parameter plans.	Application Permitted 12.03.2021

PLANNING ASSESSMENT
Outline Planning Permission was granted for the for development of the North of Horsham sites in March 2018. Permission was granted subject to conditions and a s.106 Agreement.

Schedule 7, Paragraph 2.13 of the S106 legal agreement states the following:

2.13 The Owners shall provide a written Marketing Strategy Update every six months to the District Council such updates to commence 6 months after approval of the Marketing Strategy and the last such update to be submitted within 25 Working Days of the date the Employment Land has all been first Occupied.

In accordance with Schedule 7 of the legal agreement, an Employment Marketing Strategy was submitted to the Council in December 2020 and approved in February 2021 (reference S106/20/0022). The first Marketing Strategy Update was submitted to the Council on 14 July 2022 (reference S106/22/0008) with the second submitted on 3 February 2023. The third strategy was submitted in October 2023 (also under S106/22/0008).

Six months has now passed since the second Marketing Strategy Update was submitted. Pursuant to the S106, the next Marketing Strategy Update is now due. The applicant has now submitted the fourth Marketing Strategy Update. This summarises the marketing activities undertaken, building upon the earlier strategies updates, with an update on the local market for context.

The HDC Economic Development Team have commented that the ongoing Agency presentations are positive and it is good to see the vision of Mowbray (by CGI) updated on the Commercial Section of the website and pictured in the adverts on Knight Frank, Rightmove etc. However, the downloadable brochure remains difficult to find. As per their previous comments the team have stated that they would still be interested to understand when a name for the business park might be determined and if the Brighton market is to be analysed to see what enquiries are coming forward and if / what incentives are to be offered.

The applicants have responded that, at this stage, they do not know when the employment land will come forward due to water neutrality. Once they have a greater understanding of its delivery, they will consider names. A name that is suitable now may not be suitable in say 5 years time, so they don't want to commit to anything at this stage.

It should be noted that under paragraph 2.13 of Schedule 7, the Owners are required to submit a Marketing Strategy Update to the District Council following approval of the Marketing Strategy. There is no requirement for the Marketing Strategy to be approved by the Council. Notwithstanding this, the applicants have responded to the Economic Development Officer comments.

With the submission of the Marketing Strategy Update, the requirements of the obligation have been satisfied.

Recommendation: Application Permitted

NOTE TO APPLICANT

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: S106/24/0009
(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
Supporting Statement	Marketing Strategy Update		30.05.2024

DELEGATED

Case Officer sign/initial Jason Hawkes Date: 03.07.2024

Authorising Officer sign/initial Adrian Smith Date: 04/07/2024