Horsham District Council

# DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0683
Land Parcel at 507911 125837, Newbridge Road, Billingshurst, West Sussex

DESCRIPTION:
Installation of 3x non-illuminated Fascia signs, 1x non-illuminated other sign, 13x internally illuminated Fascia signs and 3x internally illuminated other signs (Forecourt Building Signs, Refuelling Canopy Signs, Petrol Price Identification totem sign, Multiband Totem Sign).

RELEVANT PLANNING HISTORY:

| | | |
|---|---|---|
| DC/23/1412 | Installation of 6 metre Totem, Free Standing Directional, Height Restrictor, Single Free Standing Menu, Order Canopy, Triple Free Standing Menu, Free Standing Directional, Mini Monument Sign, Two Sets of DRIVE THRU Letters, STARBUCKS Built up letters, 2 Sets Roundel logos and STARBUCKS Built up letters. | Application Permitted on 13.09.2023 |
| DC/21/1558 | Erection of a roadside facility comprising a PFS, linked kiosk store and drive thru coffee unit (Sui Generis Use) | Application Permitted on 31.08.2022 |
| DISC/22/0349 | Approval of Details Reserved by Conditions 9 and 19 to approved application DC/21/1558 | Application Permitted on 23.05.2023 |

DETAILED DESCRIPTION:
The proposal concerns the installation a number of internally illuminated signs within the site parcel that is to form the Petrol Filling Station.

Signs 1 through to 7 (Tombstone):
The Tombestone comprises a fixed panel, 6.6m high x 2.25m wide, with internally illuminated brand panels (each 1.7m x 0.4m) – fixed to the western elevation of the forecourt shop. 6500k cool White LEDs / 250cd/m² and / 300cd/m²

Signs 8, 9, and 10 (Main fascia):
Fixed to the west elevation of the forecourt shop with internally illuminated 'COOP' sign above the entrance door (3.8m x 1m). 6500k cool White LEDs/ 300cd/m²

Sign 11 ('Welcome To' letters):
Individual halo-lit brushed aluminium letters, overall size 1.425m x 3.31m wide (individual letter height 0.422m), fixed to the western elevation of the forecourt shop. 6500k cool White LEDs/ 250cd/m²

Sign 13 (Price and totem):
Amended to 6m high x 2,25m wide, internally illuminated to display fuel price and brand 'lightbox'. Positioned at north-western corner of the Petrol filling station site. 6500k cool White LEDs/ 400cd/m²

Sign 14 (Canopy panels):
Internally illuminated green edge strips and lettering. 6500k cool White LEDs/ 300cd/m²

*18.06.2024 - The application has been amended to omit internally illuminated signage to the rear (east) elevation (Signs 12) of the building and a second 'multi-brand' totem sign (Sign 15) positioned alongside the northern site boundary.*

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

**Neighbourhood Plan**: Billingshurst Neighbourhood Plan (June 2021)

**Parish Design Statement**: Billingshurst Parish Design Statement adopted April 2011

West Sussex Local Highway Authority illuminated Signs Standing Advice

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

WSCC Highways: No Objections
The signs and advertisements will be static and as such, are not anticipated to result in a distraction to drivers, or a highway safety concern.

Parish Comments: No Objections

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
Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. 'Amenity' includes a consideration of aural and visual impact, as well as general characteristics of the locality, including architectural, historic or other similar cultural features which may be present.

The NPPF (2023) at para 141 states that the 'quality and character of places can suffer when advertisements are poorly sited and placed'. The cumulative impact of advertisements can be taken into account in considering the resulting amenity and public safety assessments.

The adopted Neighbourhood Plan commits to ensuring that development is sensitively designed to be attractive.

Horsham District Planning Framework Policy 14 sets out local plan policy in relation to advertisements. Policy HDPF 14 requires that advertisements are sensitively designed and of an appropriate size and location. The impact of signage, by reason of scale, design, illumination should not impair pedestrian or highway safety, and should be considered in terms of landscape and townscape characters. HDPF policy 25 also requires consideration in terms of landscape and townscape character, as do policies 32 and 33.

It is noted that at this stage, this application presents the second signage proposal for this edge of village site, comprising consented Petrol Filling Station, coffee-drive through units, a potential motorcycle garage and commercial / industrial units on an adjacent parcel further south. The signage approved in relation to the drive-through unit (under DC/23/1412), is therefore comparable to the amendments received.

For reference, it is noted that in a similar ‘gateway / edge of village’ location to the north of Billingshurst village comparable signage for a business park with petrol filling station and coffee drive through has been restricted to a height of 5.5m at the perimeter, with a 6m internally illuminated totem sign permitted further within the site.

In assessing the proposal for the petrol filling station, it is noted that boundary vegetation around the northern and eastern edges of the site are to be retained and fall outside of the parcel’s demise. Therefore, the internally illuminated fascia signs are to be limited to the western elevation of the building, facing the filling station forecourt. The canopy signage is considered to be expected to this type of development.

The reduced totem height of 6m, is now considered to be commensurate with the site, the building heights and the edge of village location, and the signage approved for the Starbucks / drive-through.

The site remains sited within a rural location, which, on account of its location and boundary vegetation retains much of the landscape and visual amenity sensitivities as it did at the time the initial planning considerations. The approved petrol filling station building is a sizable building, but set back form the public edges of the site. The location of the signs is considered to be appropriately referenced as 'E2', (low district brightness - Sparsely inhabited rural areas, village or relatively dark outer suburban locations) according to the Industry of Lighting Professionals guidance note 01/21. Lighting proposals within the open countryside should be the minimum needed for security and/or working purposes and that it minimises the potential for obtrusive light from glare or light trespass to an acceptable level. Artificial lighting in the open countryside can have a demonstrable effect on 'dark skies', one of the special qualities of the rural landscape. According to the Institute of Lighting Professionals, illuminated signage in E2 locations should not exceed 400cd/m2 for illuminated areas up to 10sq.m. In this instance, the illuminance cited would be some 250cd/m2 or 300cd/m2 which are all within the values recommended for the E2 location. The totem would have a 400cd/m2 value, which would also be within the acceptable limits for this location.

Notwithstanding the above values, officers note that the approved wildlife-sensitive lighting (under DISC/22/0349) for this site, advocates the use of a warm white light spectrum up to 2700k which would reduce the blue light component in order to reduce the likely harm to foraging bats noted to be present in the area. Officers therefore consider that a suitable planning condition should be added to secure the colour temperature of the lighting to this site, as it is located closest to the foraging hedgerow used by bats (particularly Barbastelle bats).

The development of the wider site is noted, and its relationship with the wider rural location evident to the north, south and west remains significant, as is the desire to protect the visual amenities of this edge of village location.

The revised 6m totem sign would not, at this reduced height, lead to an adverse impact on the visual amenity of the area, retaining the overall character of the edge of village / semi-rural area, and thus complementing the intrinsic quality of the site's rural location, in accordance with policy 14 of the HDPF.

In conclusion, given the edge of village / semi-rural character of the site, the revised signage proposal would accord with HDPF Policies 14, 25, 26, 31, 32 and 33 and para.141 of the NPPF (2023).

**Recommendation: PERMIT**

Conditions:

1 Plans list

2 **Regulatory 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 in accordance with Horsham District Planning Framework Policies 14, 32 and 33.

3 **Regulatory Condition**: The intensity of static internal illumination of each proposed sign shall not exceed their respective cd/m2 as set out on the Application Form received on 01.05.2024.

Reason: In the interests of the visual amenities of the locality in accordance with Horsham District Planning Framework Policies 14, 32 and 33.

4 **Regulatory Condition**: Notwithstanding the submitted details, the colour spectrum of the LEDs shall not exceed 2700k.

Reason: To conserve and enhance protected and priority species in accordance with the UK Habitats Regulations 2017, the Wildlife & Countryside Act 1981, s40 of the NERC Act 2006, and Policy 31 of the Horsham District Planning Framework (2015).

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.

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**Plans list for: DC/24/0683**
(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 |
|---|---|---|---|
| Details plan | EXTERNAL SIGNS (Canopy Elevations) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Canopy Section Detail) | C-SD10215-01 Rev G | 18.06.2024 |
| Section plan | EXTERNAL SIGNS (Site Plan and Sign Positions) | C-SD10215-01 Rev G | 18.06.2024 |
| Elevation plan | EXTERNAL SIGNS (West / Front Elevation) | C-SD10215-01 Rev G | 18.06.2024 |
| Elevation plan | EXTERNAL SIGNS (Rear Elevation) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Side Elevations) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Tombstone) | C-SD10215-01 Rev G | 18.06.2024 |
| Supporting Statement | Lighting Assessment | NONE | 03.05.2024 |
| Location plan | | NONE | 01.05.2024 |
| Details plan | EXTERNAL SIGNS (Tombestone Signage) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Main Fascia) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Main Fascia) | C-SD10215-01 Rev G | 18.06.2024 |
| Details plan | EXTERNAL SIGNS (Welcome To letters) | C-SD10215-01 Rev G | 18.06.2024 |
| Elevation plan | EXTERNAL SIGNS (6m Totem) | C-SD10215-01 Rev G | 18.06.2024 |
| Elevation plan | EXTERNAL SIGNS (Canopy Elevations) | C-SD10215-01 Rev G | 18.06.2024 |

**DELEGATED**

Case Officer sign/initial Nicola Pettifer Date: 27.06.2024

Authorising Officer sign/initial Adrian Smith Date: 27/06/2024