Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1044
Roundstone Park, Worthing Road, Southwater, West Sussex,

DESCRIPTION:
Installation of non-illuminated site hoardings (Retrospective).

RELEVANT PLANNING HISTORY:

DC/22/0096	Demolition of existing buildings and erection of 36 Retirement Living Apartments and 6 Retirement Cottages, including a Lodge Manager's office, communal facilities, a guest suite, parking and landscaping.	Application Permitted on 20.02.2024
DC/24/0541	Variation of Condition 1 of previously approved application DC/22/0096 (Demolition of existing buildings and erection of 36 Retirement Living Apartments and 6 Retirement Cottages, including a Lodge Manager's office, communal facilities, a guest suite, parking and landscaping) Relating to the internal layout and alterations to the substation and buggy store.	Application Permitted on 10.07.2024

DETAILED DESCRIPTION
This application seeks retrospective permission for the installation of non-illuminated site hoardings. The hoarding measures 2.44 metres (m) in height and is accompanied by five 6.0m high flag poles.

The hoarding is located along the public boundaries of the Roundstone Park site currently being development under ref: DC/24/0541. This includes along the western site boundary with Worthing Road, the immediate northern and southern boundaries of Roundstone Park road off Worthing Road, and the full site northern boundary with Roundstone Park road.

The hoarding is largely visible to users of Worthing Road, Roundstone Park road and the bus stop situated on the western side of Worthing Road opposite Roundstone Park road's connection to Worthing Road. Beyond to the west is open green agricultural field and views of the hoarding from residential properties to the north, east and south will be all but invisible.

This hoarding is made of 8 sections of hoarding facing towards Worthing Road and alongside the central site access road.

The hoarding details the retirement company currently developing the Roundstone Park site and their retirement living apartments, including their contact number. The Hoarding and Flags Layout plan shows the hoarding to be finished in a brown/maroon colour with white and black text, and three coloured photos. The hoarding was installed to provide screen the construction and development of the site, therefore it will be temporarily in place for the construction phase of the development.

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

Southwater Neighbourhood Plan (2021)

Southwater Parish Design Statement (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

HDC Compliance: Comments.
HDC Compliance confirm that the installation of the hoarding was investigated, and it was concluded that as the hoarding measures greater than 38 square metres, advertisement consent is required.

WSCC Highways: No views received.

Parish Comments: No views received.

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.

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.

Southwater Neighbourhood Plan Policy SNP16 requires all development to be of high quality design and not result in unacceptable impacts on residential amenity. Policy SNP16 also seeks to avoid clutter on streets and drives, including excessive signs, and encourages careful design too reduce and remove the need for street clutter.

Southwater Parish Design Statement (SPDS) states that signage should be constructed of natural materials, and that street furniture and intrusive signage should be kept to a minimum and blend in.

The hoarding and flags are considered to be of appropriate design, form and scale to screen the construction activities at the Roundstone Park site from views along Worthing Road and Roundstone Park Road. It is also considered that the hoarding design would provide a more engaging and sympathetic street frontage during the temporary construction phase of the development. The hoarding will also be largely imperceivable from neighbouring residential properties to the north, east and south of the site. Therefore, it is considered that the hoarding and flags will not result in adverse impact to residential amenity. In view of the above, it is therefore considered that the visual impact of the proposal is acceptable and would accord with the above policies.

Recommendation: Approve advertisement consent

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 and Southwater Neighbourhood Plan Policy SNP16.

3 **Regulatory Condition:** The advertisement hoardings hereby permitted shall be removed upon completion of the development permitted pursuant to planning permission ref. DC/24/0541.

Reason: In the interests of the visual amenities of the locality in accordance with Horsham District Planning Framework Policies 14, 32 and 33 and Southwater Neighbourhood Plan Policy SNP16.

4 **Regulatory Condition:** The advertisement hoardings and flags hereby permitted shall not be illuminated at any time.

Reason: In the interests of the visual amenities of the locality in accordance with Horsham District Planning Framework Policies 14, 32 and 33 and Southwater Neighbourhood Plan Policy SNP16.

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: DC/24/1044
(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
Location Plan	Location Plan	20083SW_PL_001 Rev P1	19.07.2024
Site Plan	Hoarding and Flags Layout	20083SW_PL_050 Rev P1	25.07.2024

DELEGATED

Case Officer sign/initial Stephanie Bryant Date: 15.08.2024

Authorising Officer sign/initial Adrian Smith Date: 27/08/2024