PLANNING COMMITTEE REPORT

TO:	Planning Committee
BY:	Head of Development and Building Control
DATE:	03 December 2024
DEVELOPMENT:	Installation of 1x non-illuminated wall mounted sign, 4x vinyl stickers and 2x flagpoles.
SITE:	Albery House Springfield Road Horsham RH12 2GB
WARD:	Denne
APPLICATION:	DC/24/1612
APPLICANT:	**Name:** Horsham District Council **Address:** Horsham District Council Parkside Chart Way Horsham RH12 1RL

REASON FOR INCLUSION ON THE AGENDA: The application has been submitted by the Council

RECOMMENDATION: To approve advertisement consent subject to appropriate conditions

1. THE PURPOSE OF THIS REPORT

1.1 To consider the planning application.

DESCRIPTION OF THE APPLICATION

1.2 The application seeks Advertisement Consent for the installation of 1no. wall mounted non-illuminated sign, 4no. vinyl stickers, and 2no. flag poles.

1.3 The proposed non-illuminated wall mounted sign would be located on the north-west elevation and would be positioned approximately 5m above ground level and would comprise the HDC logo and lettering.

1.4 The proposed vinyl stickers would be located centrally within the glazing to either side of the central atrium window. The stickering would comprise the HDC logo on solid background to the north-eastern window and the HDC logo and lettering on a solid background to the south-western window. Each manifestation to the north-western elevation (front) would comprise of two vinyls (two sets of two).

1.5 The proposed flag poles would be positioned just below the third floor balcony to the north-east and south-west elevations.

DESCRIPTION OF THE SITE

1.6 The application site is located to the south of Springfield Road and the north of West Street, situated on a corner plot facing north-west. The site is located within the built-up area of Horsham and within the Primary Shopping Area of Horsham Town.

1.7 The site comprises a three storey office building forming part of the wider Swan Walk complex, where the building is located within an area characterised by a mix of retail, commercial, and residential uses.

2. INTRODUCTION

STATUTORY BACKGROUND

2.1 The Town and Country Planning Act 1990.

RELEVANT PLANNING POLICIES

2.2 The following Policies are considered to be relevant to the assessment of this application:

2.3 **National Planning Policy Framework**

2.4 **Horsham District Planning Framework (HDPF 2015)**
Policy 1 - Strategic Policy: Sustainable Development
Policy 2 - Strategic Policy: Strategic Development
Policy 3 - Strategic Policy: Development Hierarchy
Policy 12 - Strategic Policy: Vitality and Viability of Existing Retail Centres
Policy 13 - Town Centre Uses
Policy 14 - Shop Fronts and Advertisements
Policy 15 - Strategic Policy: Housing Provision
Policy 25 - Strategic Policy: The Natural Environment and Landscape Character
Policy 32 - Strategic Policy: The Quality of New Development
Policy 33 - Development Principles

2.5 **Horsham District Local Plan (2023-40) (Regulation 19)**
Policy 1: Sustainable Development
Policy 6: Climate Change
Policy 7: Appropriate Energy Use
Policy 8: Sustainable Design and Construction
Policy 9: Water Neutrality
Policy 11: Environmental Protection
Policy 12: Air Quality
Policy 13: The Natural Environment and Landscape Character
Policy 17: Green Infrastructure and Biodiversity
Policy 19: Development Quality
Policy 20: Development Principles

2.6 Paragraph 33 of the NPPF requires that all development plans complete their reviews no later than 5 years from their adoption. Horsham District Council is currently in the process of reviewing its development plan however at this stage the emerging policies carry only limited weight in decision making. As the HDPF is now over 5 years old, the most important policies for the determination of this application must be considered as to whether they are 'out of date' (NPPF paragraph 11d). This includes, for applications involving the provision of housing, whether the Council can demonstrate a five-year supply of deliverable housing sites (NPPF footnote 8).

2.7 The Council is currently unable to demonstrate a five-year supply of deliverable housing sites, with the supply currently calculated as being 2.9 years. The presumption in favour of development within Paragraph 11d) of the NPPF therefore applies in the consideration of all applications for housing development within the district (unless footnote 7 or Paragraph 14 applies to relevant applications), with Policies 2, 4, 15 and 26 now carrying only moderate weight in decision making.

2.8 All other policies within the HDPF as itemised above have been assessed against the NPPF and are considered to be consistent such that they continue to attract significant weight in decision making.

2.5 **Horsham Blueprint Business Neighbourhood Plan 2019 – 2036**
Policy HB3 – Character of Development
Policy HB4 – Design of Development

2.6 **Planning Advice Notes**
Facilitating Appropriate Development
Biodiversity and Green Infrastructure

PLANNING HISTORY AND RELEVANT APPLICATIONS

2.7

HU/287/90	3 advertisement signs Site: Albery Hse Springfield Rd Horsham	Application Permitted on 05.11.1990
HU/235/97	Illuminated fascia and projecting signs Site: Wilkinson Springfield Court Horsham	Application Permitted on 11.11.1999
DC/06/3010	1 projecting internally illuminated sign (West Street entrance) and repainting of existing 'Swan Walk' signs (Carfax and West Street entrance).	Application Refused on 14.02.2007
DC/10/1776	Removal of 1 existing projecting sign, replacement of 2 existing fascia and 1 projecting sign, installation of 1 customer purchase collection point sign, repainting of existing window and door frames (advertising consent)	Application Refused on 01.11.2010
DC/11/2272	Erection of 2 No. illuminated wall mounted fascia signs and 1 No. hanging/projecting illuminated sign (Advertisement Consent)	Application Permitted on 17.01.2012

3. OUTCOME OF CONSULTATIONS

3.1 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

4. HOW THE PROPOSED COURSE OF ACTION WILL PROMOTE HUMAN RIGHTS AND EQUALITY

4.1 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.

4.2 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.

5. HOW THE PROPOSAL WILL HELP TO REDUCE CRIME AND DISORDER

5.1 It is not considered that the development would be likely to have any significant impact on crime and disorder.

6. PLANNING ASSESSMENTS

6.1 The application seeks Advertisement Consent for 1x non-illuminated wall mounted sign, 4x vinyl stickers and 2x flagpoles.

Visual Amenity

6.2 Policy 14 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.

6.3 The proposed non-illuminated wall mounted sign would be located on the north-west elevation and would be positioned approximately 5m above ground level. The proposed signage would consist of the HDC logo and lettering. The proposed sign is considered to sit comfortably within the elevation and would be of a design and colour that would be appropriate to the site and wider street scene.

6.4 The proposed vinyl stickers would be located centrally within the glazing to either side of the central atrium window. The stickering would comprise the HDC logo on solid background to the north-eastern window and the HDC logo and lettering on a solid background to the south-western window. The proposed advertisements would sit comfortably within the context of the windows and the elevation as a whole, and would be of a scale and design that would not result in harm to the visual amenity of the building or wider street scene.

6.5 The proposed flag poles would be positioned just below the third floor balcony to the north-east and south-west elevations. These would project outward from the building and would be read in the context of the entrance to the building. It is considered that the number and size of the flag poles would be acceptable and would not appear cluttered on the building.

6.6 Overall the proposed advertisements are cumulatively considered to sit appropriately within the elevations and context of the building, and would be of a number, scale, and position that would not result in visual harm to the site and wider surroundings, in accordance with the above policy.

Impact on Pedestrian and Highway Safety

6.7 Policy 14 of the HDPF states that advertisements should not impact on pedestrian or highway safety, or result in, or compound, the perception of clutter on the street scene.

6.8 The proposed flag poles would be angled to overhang the maintainable highway. It is however acknowledged that the flag poles would be positioned at a sufficient height so the additions would not adversely affect pedestrian or highway safety. It is however noted that a Section 77 Licence would be required from West Sussex County Council.

6.9 The proposed advertisements would be of a suitable height and position so that they would not have an adverse impact on pedestrian or highway safety, in accordance with the above policy.

Conclusion

6.10 The proposed advertisements are considered to be of a scale, size, design, and position that would sit comfortably within the context of the site and surroundings and would not result in adverse impact on pedestrian and highway safety, in accordance with the relevant policies.

7. RECOMMENDATIONS

7.1 To approve the application subject to the following conditions:

Conditions:

1 **Advertisement 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.

NOTE TO APPLICANT

Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email street.works@westsussex.gov.uk) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway.

Background Papers: DC/24/1612