DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/1177
Sendalls Yard, Horsham Car Centre , Crawley Road, Horsham, West Sussex, RH12 4HG

DESCRIPTION:

Installation of 2x non-illuminated signs and 1x internally illuminated fascia sign.

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

[Forest, Denne, Trafalgar] Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
Policy HB7 - A Welcoming Public Realm

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:

No objection provided there is consideration to neighbouring properties regarding the proposed lighting.

Representations:

2 Letter of Representation were received which objected to the application.

- Highway Access and Parking

- Loss of General Amenity
- Other (2)
- Privacy Light and Noise (2)

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

The proposed development is for installation of 2x non-illuminated signs and 1x internally illuminated fascia sign at Sendalls Yard, Horsham Car Centre, Crawley Road, Horsham, West Sussex. Currently, the site is vacant but was formerly a car dealership with showroom and modest forecourt. The site is positioned on a main road next to an occupied car dealership and a few residential homes of mixed architectural style.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals should seek to:

- Reinforce the concept of legible “character areas” / “quarters” with distinct identities, as described in the Town Centre Vision;
- Within the Plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials.

The proposed development is for installation of 2x non-illuminated signs and 1x internally illuminated fascia sign at Sendalls Yard, Horsham Car Centre, Crawley Road, Horsham, West Sussex.

The proposed fascia signage would be a 'Sainsbury's Local' sign positioned to the top right hand corner of the building. The type face would be approximately 500mm in height (maximum) and 5.1m in length, with 'Sainsbury's' in orange and 'Local' in white. This is considered to be complimentary against the existing dark panelling of the building. The fascia sign will be internally lit at an illuminance level of 375cd/m^2.

Also proposed are 2 non illuminated signs, a welcome sign along with a 'stat sign' positioned at the entrance to the shop to the lefthand side of the door and a totem sign, positioned at the site entrance next to the roadside. The totem sign including its base will be 3.05m in height with the sign itself 2.65m in height and 1.3m in width. The signs positioned at the shop front are considered small additions and of a suitable scale. The totem sign is a modest addition to the site and sits slightly back from the entry / exit point of the car park. This is judged to be an acceptable position.

Considering the urban locale of the site, it is considered that the design of the proposal is acceptable and would not harm the character of the area. The proposed advertisements, given the existing and prevailing street scene, would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 32, 33 & 34.

Impact on Neighbouring Amenity

Policy 33 of the HDPF states that permission will be granted for development that does not cause unacceptable harm to the amenity of the occupiers/users of nearby properties and land.

Considering the proposals illuminance value and the locale, it is considered that the effect on the neighbouring amenity would be below a level that was considered harmful to neighbouring properties. The signage is rated at an illuminance value of 375d/m^2 which is below the 600cd/m^2 guided limit for suburban areas. In order to further protect the neighbouring amenity, the illumination of such signs shall strictly run in accordance with this figure as well as only lit during business hours.

It is considered that the siting and layout of the proposed extension and the resulting relationship with adjoining properties would be sufficient to prevent any unacceptable harm to neighbouring amenity.

Other Matters

Representations are fully considered by the Council. The building has been previously sited with concerns that the existing arrangement considered to be too close to neighbours disregarded. There are considered to be many stores of this nature present within the local area. The illumination of the advertisement is to run in accordance with received plans with illumination limited to the business hours of the premise. Concerns relating to the owner of the land and the car park are not considered relevant for this application. The illuminance value is below 600cd/m^2 suggested for suburban areas at 375d/m^2. This is considered to be suitably below what is expected in a suburban area. Though it was requested to move the signage to lessen the impact on the neighbouring amenity, the signs current position is still thought to be suitable location and when coupled with a lower illuminance level would not be thought to impact the neighbouring amenity to a level sufficient for refusal. The hours of the ATM and the security light and opening hours of the business are not considered relevant for this application, though the signage will be conditioned to be illuminated only during business hours. The signage detail plans are numbered differently to the proposed elevations plans but it is considered that these are detailed enough to allow a comprehensive understanding of the drawings and the proposal. No window vinyl's have been detailed within this application and these comments are disregarded.

Recommendation: Application Permitted

Conditions:

2 **Advert 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.

3 **Advert Illumination (amenity)**: The intensity of illumination of the proposed signage shall not exceed 375 cd/m and shall only be illuminated during the hours of business use of the premises.

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

4 **Non-intermittent Illumination (amenity)**: The illumination of the proposed signage shall be of a non-intermittent type.

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/24/1177
(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 & Block plan	Site Location Plan	P-94594-100	02.08.2024
Elevation plan	Proposed Front Elevation	P-94594-210 Rev H	19.08.2024
Details plan	Proposed Signage Details	P-94594-213 Rev	02.08.2024

		A	
Floor plan	Proposed Ground Floor Plan	P-94594-217	02.08.2024

DELEGATED

Case Officer sign/initial Jacques Burrowes Date: 14.10.2024

Authorising Officer sign/initial Robert Hermitage Date: 14.10.2024