DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0513
Horsham Youth Centre , Hurst Road, Horsham, West Sussex, RH12 2DN

DESCRIPTION:
Installation of 15x non-illuminated ANPR camera system related signage (Retrospective)

RELEVANT PLANNING HISTORY:

DC/24/0512	Application for the installation of ANPR camera system with 15x non-illuminated ANPR related signage advertisements to existing car park (Retrospective)	Under Consideration
HU/146/71	Car parking at horsham boys club (From old Planning History)	Application Permitted on 22.04.1971
HU/69/61	Use of land as car park (From old Planning History)	Application Permitted on 17.03.1961

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

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:
Horsham Denne Neighbourhood Council has no objection to these applications but is disappointed that they are retrospective.

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
This application is for the Installation of 15x non-illuminated ANPR camera system related signage advertisements (Retrospective) at Horsham Youth Centre, Hurst Road, Horsham. The site is a private car park on the grounds of Horsham Youth Club. It is modestly sized car park with space for around 30 vehicles. The site is to the west of Hurst Road with access to carpark via the north east corner of the site. This is tucked in from the main carriageway of Hurst Road. The site is screened by greenery running parallel to Hurst Road (eastern edge). A low post and rail fence delineates the car park edge to the north of the site with the southern boundary edge a low brick wall.

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 states 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 the installation of 15x non-illuminated ANPR camera system related signage at Horsham Youth Centre. The 15 signs are affixed to either poles or walls which identify the terms, conditions and payment of the car park; 13 instances of sign 'Type A' are proposed, with 1 instance of 'Type B' and 'Type C' each.

'Type A' signs mainly show the rates of parking along with the terms and conditions of parking. The sign is mainly blue in colour with white text. This shows the pricing which is contained within a yellow box with blue text. These are scattered throughout the car park on various poles and walls.

One 'Type B' sign is proposed, which again is predominantly blue and white. This displays the Phone and Pay system to enable users of the car park to call the number displayed and quote the location number, which background is a 'off green-yellow' colour to help stand out. This is displayed on a wall of the main building.

One further 'Type C' sign is proposed which is predominately white with black text. This sign alerts the public that the site is a car park and paid for either by the Phone and Pay system highlighted on sign 'Type B' or at the machine and advises users to view the car park signs for terms and conditions, which are on 'Type A' signs. This is positioned at the entrance to the carpark and notifies users of the site of an ANPR system that is in use.

Though the visual cohesiveness and graphic design is not of any particular merit they serve a function and are considered satisfactory in the context of a surface car park. The proliferation of signs has not resulted in any particular harm to amenity and the impact on the prevailing character and appearance of the site and surrounds is considered acceptable.

The siting of the signs would not cause any obstruction to highway signs or visibility and no adverse impacts on public safety would arise.

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.

Plans list for: DC/24/0513

(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
Design & Access Statement		NONE	03.04.2024
Block plan		244713/100-01 REV A	03.04.2024
Location plan		244713/100-02 REV A	03.04.2024
Details plan		NONE	03.04.2024
Details plan		NONE	03.04.2024
Details plan	Sign 11	244713/01-10 REV A	03.04.2024
Details plan	Sign 10	244713/01-09 REV A	03.04.2024
Details plan	Sign 9	244713/01-08 REV A	03.04.2024
Details plan	Sign 8	244713/01-07 REV A	03.04.2024
Details plan	Sign 7	244713/01-06 REV A	03.04.2024
Details plan	Sign 6	244713/01-05 REV A	03.04.2024
Details plan	Sign 5	244713/01-04 REV A	03.04.2024
Details plan	Sign 3 and 4	244713/01-03 REV A	03.04.2024
Details plan	Sign 2	244713/01-02 REV A	03.04.2024
Details plan	Sign 1	244713/01-01 REV A	03.04.2024
Details plan		244713/01-15	03.04.2024
Details plan	Sign 15	244713/01-14 REV A	03.04.2024
Details plan	Sign 14	244713/01-13 REV A	03.04.2024
Details plan	Sign 13	244713/01-12 REV A	03.04.2024
Details plan	Sign 12	244713/01-11 REV A	03.04.2024
Photos		SIGN TYPE A EXAMPLE IMAGE	18.04.2024
Photos		SIGN TYPE B EXAMPLE IMAGE	18.04.2024
Photos		SIGN TYPE C EXAMPLE IMAGE	18.04.2024

DELEGATED

Case Officer sign/initial J.Burrowes Date: 28/05/2024

Authorising Officer sign/initial Guy Everest Date: 29.05.2024