



**Horsham
District
Council**

DEVELOPMENT MANAGEMENT REPORT

TO: Development Management Committee (North)
BY: Development Manager
DATE: 5 April 2016
DEVELOPMENT: Erection of 2x non-illuminated single sided pole signs
SITE: Land West of Mill Straight Worthing Road Southwater West Sussex
WARD: Billingshurst and Shipley
APPLICATION: DC/16/0123
APPLICANT: Mr Robert Collett

REASON FOR INCLUSION ON THE AGENDA: More than five representations letters have been received that are contrary to officer recommendation.

RECOMMENDATION: Grant Advertisement Consent

1. THE PURPOSE OF THIS REPORT

To consider the planning application.

DESCRIPTION OF THE APPLICATION

- 1.1 The applicant seeks advertisement consent for the erection of 2 x single sided pole mounted advertisements to the west of the Mill Straight (or Worthing Road). The two advertisement signs are to be identical in terms of their dimensions and appearance and would be located behind the existing hedgerow to the west of the Mill Straight and approximately 10 metres to the north of the existing field access, to be arranged in a V-shape and to be visible to passers-by along the Mill Straight approaching from both the north and south.
- 1.2 The signs would measure 3000mm in height and would have a width of 2000mm and would be mounted on steel poles that would measure 1100mm above ground level and have a width of 114mm; the poles would also enter into the ground at a depth of 900mm. The lower part of the sign would be dark blue in colour, whilst the remaining part of the sign would be white with gold lettering, which would have a maximum height of 140mm. The signs would be non-illuminated.

DESCRIPTION OF THE SITE

- 1.3 The application site lies to the south west of the Mill Straight/Worthing Road adjacent to the southern and eastern boundary of Southwater. Although the site adjoins the built-up area boundary of Southwater along the Fieldings to the north and to the east by the Worthing

Road, the site itself lies within the Parish of Shipley. Outline planning permission has been granted for the development of the site for up to 193 dwellings together with access.

- 1.4 The site is bounded to the north by residential dwellings located along the Fieldings and by an existing row of mature and semi-mature trees with understorey planting. To the east of the application site, where advertisements are proposed to be sited, is a substantial hawthorn hedgerow running adjacent to the Mill Straight with an avenue of poplar trees that are only broken at the point of the existing field access along this boundary.

2. INTRODUCTION

STATUTORY BACKGROUND

- 2.1 The Town and Country Planning (Control of Advertisements) Regulations 2007.

RELEVANT GOVERNMENT POLICY

- 2.2 The National Planning Policy Framework (NPPF), particularly Section 7 (Requiring Good Design).

RELEVANT COUNCIL POLICY

- 2.3 The relevant planning policies of the Horsham District Planning Framework (HDPF) document (2015) – the following policies are of particular relevance: Policy 14 Shop Fronts and Advertisements; Policy 32 Strategic Policy – The Quality of New Development; Policy 33 Development Principles and Policy 40 Sustainable Transport.

PLANNING HISTORY

DC/14/2582	Residential development of up to 193 No. dwellings (including affordable housing) and associated works (Outline)	PER
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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.

INTERNAL CONSULTATIONS

- 3.2 There is no requirement to consult with internal consultees with regards to this application.

OUTSIDE AGENCIES

- 3.3 **West Sussex County Council (WSCC) Highways Department:** (summary)

With regards to non-illuminated signage applications, we currently have a standing agreement with all of our Districts which states that non illuminated signage and flags/ flag poles erected on private land do not require consultation from West Sussex County Council for highway matters.

PUBLIC CONSULTATIONS

3.4 **Southwater Parish Council:** (summary)

No objection.

3.5 **Shipley Parish Council:** (summary)

No objection.

3.6 There were six letters of representation for this advertisement application that objected to the proposal. The main reasons for these objections were as follows:

- the proposed advertisement signage would cause harm to highway safety along the Worthing Road; and
- that the proposed signage is misleading as it does not mention any element of affordable housing.

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

4.1 Article 8 (Right to respect of a Private and Family Life) and Article 1 of the First Protocol (Protection of Property) of the Human Rights Act 1998 are relevant to this application, Consideration of Human rights forms part of the planning assessment below.

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 National Planning Policy Framework (NPPF) sets out that there is a presumption in favour of sustainable development and that this should run through both plan-making and decision-taking. In terms of the determination of planning applications, this should mean the approval of developments that accord with the development plan without delay, and that where the development plan is silent or relevant policies are out of date, that permission be granted unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits, or the policies of the NPPF indicate otherwise.

6.2 The application needs to be assessed with consideration to a) highway safety and b) the impact upon amenities and the visual environment.

6.3 Section 7 of the National Planning Policy Framework (NPPF) in relation to design confirms that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. It notes that those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of the cumulative impacts.

6.4 Policy 14 of the Horsham District Planning Framework (HDPF) document (2015) is the main policy against which proposals for advertisements are considered. It states that advertisements will be permitted where they respect the character of the buildings or location of which they form a part, which would include the use of appropriate materials,

colours and illumination. In addition, this policy confirms that advertisements should be of appropriate size and siting and should not impair highway safety.

- 6.5 The applicant seeks advertisement consent for the erection of 2 x single sided pole mounted advertisements to the west of the Mill Straight (or Worthing Road) behind the existing hedgerow and is approximately 10 metres to the north of the existing field access. The applicant seeks a temporary time period for the advertisements to be displayed until the 31 May 2018 for marketing purposes, after which time they would be removed.
- 6.6 It is considered that the proposed signs are satisfactory in terms of their scale, which is not excessive when considering the nature and scale of the proposed residential development and the temporary period that the advertisement signage would be in-situ. Both the height and muted colours used for the proposed signage is considered satisfactory and the impact of the signage would be reduced by being located behind an existing mature hedgerow, which is itself set back from the public highway. Consequently, given the temporary nature of the proposed signage, it is not considered to cause undue harm to the visual appearance of the area and is sited in a practicable position, at least 50 metres away from residential dwellings to the east. Therefore, the proposal is considered to comply with policies 14, 32 and 33 of the Horsham District Planning Framework (HDPF) document (2015).
- 6.7 In relation to highway matters, it is confirmed that the West Sussex County Council Highways Department was consulted with regards to the advertisement application and has stated that such non-illuminated signage on private land would not require comments from them with respect to highway safety. It is noted that standing advice has been provided by West Sussex County Council in relation to the highway impacts of advertisements. The proposed signage would not be illuminated and would not be readily confused with other highway signs in the locality given its positioning on private land. Consequently, the proposed advertisement signage is not considered detrimental to highway safety in this respect.
- 6.8 For the reasons outlined above, it is recommended that this application for advertisement consent be approved.

7. RECOMMENDATIONS

- 7.1 That advertisement consent is granted with the following conditions:
1. 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.

2. The advertisement signs hereby permitted shall be removed before the 31 May 2018.

Reason: In the interests of highway safety and in accordance with policy 40 of the Horsham District Planning Framework (HDPF) document (2015).

Background Papers: DC/16/0123