



TO: Planning Committee South

BY: Head of Development

DATE: 17 December 2019

DEVELOPMENT: Removal of 5x fascia signs to north and east elevations of main building and 2x fascia signs to south elevation of detached car wash. Installation of 1x fascia sign to east elevation of main building, 2x fascia signs to north elevation of main building and 1x pole mounted non-illuminated hanging sign within forecourt.

SITE: Setyres Ltd High Street Henfield West Sussex BN5 9DE

WARD: Henfield

APPLICATION: DC/19/1211

APPLICANT: **Name:** Mr Julian Sattin **Address:** Setyres Unit 7, Hackhurst Lane
Hackhurst Lane Ind. Est. Lower Dicker, Nr. Hailsham BN27 4BW East
Sussex

REASON FOR INCLUSION ON THE AGENDA: More than eight persons in different households have made written representations raising material planning considerations that are inconsistent with the recommendation of the Head of Development.

RECOMMENDATION: To grant advertisement consent subject to conditions

1. THE PURPOSE OF THIS REPORT

To consider the application for advertisement consent.

DESCRIPTION OF THE APPLICATION:

- 1.1 Advertisement consent is sought for the installation of three fascia signs on the main garage building and the provision of a single pole mounted hanging sign within the forecourt of the garage building.
- 1.2 The removal of several existing signs, including the existing main fascia sign, is further proposed and several signs have already been removed from the site. Consent is not sought to retain any existing signs on the Setyres garage building or detached car-wash as the scheme has been amended given concerns from officers on the initial scheme submitted.
- 1.3 Of the proposed fascia signs, the proposed main fascia would be installed on the eastern (principal) elevation of the garage building and would measure 7m in width and 80cm in height. The sign would be positioned above existing fenestrations and would be partially obscured by the existing forecourt canopy. The proposed main fascia sign would comprise

of aluminium powder coated aluminium primarily coated in a red, black, and yellow colour scheme reflecting the branding of the Setyres business.

- 1.4 The remaining fascia signs would be installed on the northern elevation of the building above the westernmost MOT bays. These would be of identical dimensions (2.7m wide by 70cm tall), and of a near identical blue and white aluminium design.
- 1.5 The proposed pole mounted hanging sign would measure 60cm in width and 90cm in height. This would display a red 'S' emblem with a yellow shroud in the Setyres branding against a black background. The hanging sign would comprise of aluminium.

DESCRIPTION OF THE SITE

- 1.6 The application site occupies an area of approx.2190m² to the west of Henfield High Street encompassing a garage building and car wash with associated incidental curtilage. There is evidence of a filling station on the 1930s Ordnance Survey record for Henfield, with buildings predominantly established in their current format by the 1970 Ordnance Survey record. The detached car wash was provided in the early 1990s pursuant to application HF/133/89.
- 1.7 The garage building contains a retail unit, occupied by the Car Parts Alliance, and a car-repair workshop occupied by Setyres. The garage building is of a varied form and character, likely reflecting incremental additions/alterations to the structure since its original construction. The site as a whole possesses a utilitarian character, reflecting the commercial nature of retail, car wash and car repair activities undertaken within the site.
- 1.8 The site falls within the Henfield Conservation Area, opposite a series of Grade II and Grade II* Listed Buildings on the High Street.

2. INTRODUCTION

STATUTORY BACKGROUND

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

RELEVANT PLANNING POLICIES

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

- 2.2 **National Planning Policy Framework (NPPF 2019)**

- 2.3 **Horsham District Planning Framework (HDPF 2015)**

Policy 14 - Shop Fronts and Advertisements

Policy 25- Strategic Policy: The Natural Environment and Landscape Character

Policy 32 - Strategic Policy: The Quality of New Development

Policy 33 - Development Principles

Policy 34 - Cultural and Heritage Assets

- 2.4 **Henfield Neighbourhood Plan**

Henfield Parish Council formally submitted their draft Neighbourhood Plan 2017 - 2031 to Horsham District Council under Regulation 15 of the Neighbourhood Planning (General) 2012 (as amended) on 30 October 2019. In accordance with Regulation 16, Horsham District Council are running a consultation from Friday 8 November 2019 to 5pm on Friday 19 December 2019. The plan is currently of limited weight.

- 2.5 **Henfield Parish Design Statement**

2.6 PLANNING HISTORY AND RELEVANT APPLICATIONS:

DC/15/1318	Redevelopment of site to provide new tyre, exhaust and MOT centre, 11 no. dwellings and 1 no. retail shop, served by two new accesses onto High Street (outline application)	Application Refused on 16.09.2015
HF/56/94	Installation of illuminated fascia and pole signs	Application Refused on 03.10.1994
HF/38/94	Forecourt alterations and new canopy	Application Refused on 20.07.1994
HF/85/91	Replacement windows & doors & rendering	Application Permitted on 19.02.1992
HF/133/89	Erection of car wash	Application Permitted on 09.11.1990
HF/98/86	Erection of 3 flag poles	Application Refused on 24.12.1986
HF/84/79	Pole sign	Application Refused on 14.02.1980
HF/83/79	Covered car display area	Application Refused on 21.02.1980
HF/8/79	Renewal hf/98/74 - petrol pumps	Application Permitted on 01.05.1979
HF/60/79	Re-develop forecourt	Application Permitted on 29.10.1979
HF/81/77	Extension to workshop	Application Permitted on 09.12.1977
HF/98/74	Renewal - 5 petrol pumps	Application Permitted on 12.02.1975
HF/56/70	Renewal of consent for 5 petrol pumps	Application Permitted on 18.09.1970

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

OUTSIDE AGENCIES

- 3.2 **Historic England:** No comment.
- 3.3 **WSSC Highways:** No objection, noting that the proposed pole sign would no longer be illuminated, as originally proposed, and consequently the proposed signage would give rise to no highway safety concerns.

INTERNAL CONSULTATIONS

- 3.4 **HDC – Design and Conservation:** No objection. The proposed signage will consolidate a variety of signs that were hung on the building. These exacerbated the negative impact of the building in the conservation area. The proposed signage will result in a neater elevation and am satisfied they are proportionate in size to the building and the business and in relation to the position of the building set back from the street front. While there is no objection in principle to the illumination of the hanging sign the preference would be for no illumination. The proposed signage will not increase the harm caused by the building.

PARISH COUNCIL

- 3.5 **Henfield Parish Council:** No objection

PUBLIC CONSULTATIONS

- 3.6 55 letters of objection from 40 different addresses were received in connection with the proposal. A public petition was additionally received in objection to the proposal with 28 signatures. The main grounds for objection can be summarised as:-

- Concerns regarding garish colour palette;
- Concerns regarding excessive size of signage;
- Proposed signage of an industrial character and appearance not appropriate to this location in the Conservation Area and High Street;
- Signage of a colour, design and character not appropriate within the setting of nearby Listed Buildings;
- Signage of a colour and design not appropriate within the setting of nearby Listed Buildings;
- Conflict with policies 14 and 34 of the Horsham District Planning Framework (2015);
- Harm to character of designated heritage assets;
- Harm to the visual amenities of the public realm and quaint village character of Henfield;
- Signage does not preserve or enhance character of Conservation Area;
- Concerns as to the necessity of proposed fascia and pole mounted signage;
- No justification for proposed signage within the setting of listed buildings with reference to paragraph 194 of the National Planning Policy Framework (2019);
- Alleged changes of use within the application site;
- Siting of bins and waste;
- The legality of existing signage;
- Parking and access arrangements;
- Impact on the visitor economy;
- Existing and proposed operational development.

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 Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors.

Amenity:

- 6.2 Regulation 3(2) of the Control of Advertisement Regulations 2007 provides, without prejudice to any other relevant factors, factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.
- 6.3 The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.
- 6.4 Local policy reinforces the legislation and national policy aims. Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements 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; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within paragraph 132 of the NPPF, "the quality and character of places can suffer when advertisements are poorly sites and designed...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".
- 6.5 The Setyres Garage is identified within the Henfield Conservation Area and Management Plan (2018) as a building that has a negative impact upon the quality of the Conservation Area. The Setyres garage building has historically hosted a variety of signage on its eastern and northern elevations in addition to the southern elevation of a detached car wash. This historic signage is considered to have exacerbated this negative impact of the Setyres building.
- 6.6 The proposal would seek to consolidate signage, with branded signage reduced to a single main fascia sign and proposed hanging sign. It is considered that in principle the proposed reduction in overall signage area from both the existing and historic arrangement would enhance the appearance of the application site.
- 6.7 The proposed main fascia sign is designed to correlate with existing windows in the main façade, both being positioned centrally above these and of a matching width and subservient height. This arrangement is more representative of a traditional fascia sign arrangement, with the dimensions of the proposed main fascia considered proportionate to the façade and overall building. It is accepted that the proposed main fascia sign would feature bold colours (yellow, red and black), not generally prevalent in historic shopfronts north of the site on High Street. It is, however, considered that there is a notable distinction between the character of the application site and that of its historic surrounds.
- 6.8 The proposed main fascia would be 12m set back from the High Street and its siting to the rear of the main building line would not be appreciable within long views to the North or South on High Street. The visual impact of the proposed sign, therefore, would be limited to short views in proximity of the application site, where the proposed signage would be

appreciated in association with commercial garaging activities undertaken within the site and the utilitarian character that the site possesses.

- 6.7 Bringing these factors together it is considered that a divergence in colour and design is not unexpected in this instance relative to the surrounds of the application site, nor would it prove detrimental to the quality or character of the public realm. As the proposal involves a relatively modern commercial building it is not considered that the use of colours would be inappropriate to the character and appearance of the Setyres building. In addition, it is considered that the consolidation and reduction of existing and historic signage should be assigned significant weight. Notwithstanding the individual colours and design of the proposed main fascia sign, this would replace an existing sign of greater dimensions and several historic lesser signs of a cumulative greater scale.
- 6.8 The fascia signage to the northern elevation of the garage building would be in excess of 20m from the public highway. These signs would direct customers to maintenance bays, and are considered appropriate in light of the use of the site for commercial garaging. Given the lesser dimensions and more discrete siting of this proposed signage it is not considered that this would result in any material detriment to the quality or character of the public realm. It is again noted that the two signs proposed would represent a reduction in signage area beyond the existing 'MOT bay' fascia sign.
- 6.9 The proposed hanging sign, which would not be illuminated, is considered to be modestly dimensioned at 60cm in width and 90cm in height. The sign would feature an alternative colour palette and design to the main corporate colours of the Setyres business, with proposed signage featuring a more muted red 'S' on a black background. It is accepted that the proposed hanging sign by virtue of its forecourt positioning and height would prominently feature within the public realm and within long views on High Street. It is not considered that the proposed hanging sign is indicative of a 'garish' design and the signage is considered entirely appropriate to the utilitarian character of commercial activities undertaken within the site. Together with the traditionally formed dark stained timber support it is considered that the hanging sign would preserve visual amenity and the character and appearance of the wider Conservation Area.
- 6.10 Overall, whilst the prominence of the site in relation to proximate heritage assets and on the High Street is acknowledged it is considered that the proposal would preserve the visual amenities of the public realm and that some improvements to the appearance of the site would result through the rationalisation of existing signage. The proposal is therefore considered acceptable in respect of amenity.

Public Safety:

- 6.11 The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 6.12 The proposed advertisements would be positioned on the footway a sufficient distance from the highway to avoid the structure creating a visual or physical obstacle for vehicle users; no sightlines or clearances would be affected.
- 6.13 There are, consequently, not considered to be any adverse impacts in respect of public safety resulting from the proposed signage, subject to a condition requiring that proposed signage is maintained in a condition that would not endanger the public.

Conclusion

- 6.14 The rationalisation of existing signage is considered advantageous to the appearance of the application site and wider visual amenities of the public realm. The proposed signage is considered of a size, siting, design and composition which would be appropriate to the utilitarian character of the application site and would not exacerbate any pre-existing degree of incongruity between the site and its wider historic surroundings. The proposed signage would not be considered harmful to amenity and there are no public safety concerns that would warrant a refusal of consent in this respect.

7. RECOMMENDATIONS

- 7.1 That advertisement consent be granted subject to the following conditions:-

1 A list of the approved plans

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 Condition:** The signage hereby approved shall not be internally or externally illuminated.

Reason: In the interests of the visual amenities of the locality and to maintain highway safety.

NOTE TO APPLICANT

The applicant is advised that to avoid possible Enforcement proceedings the following advertisements should be removed from the site / buildings within 2 months from the date of this decision:-

- Existing main Setyres fascia sign, eastern elevation.
- Existing MOT bay sign, northern elevation.

Background Papers: DC/19/1211
DC/19/1294