



PLANNING COMMITTEE REPORT

TO: Planning Committee North

BY: Head of Development and Building Control

DATE: 10th May 2022

DEVELOPMENT: Installation of 4x non-illuminated fascia signs, 6x non-illuminated hoarding signs and 1x non-illuminated flag sign (Retrospective).

SITE: Horsham Railway Station Car Park Station Road Horsham West Sussex

WARD: Forest

APPLICATION: DC/21/2767

APPLICANT: **Name:** We Buy Any Car Limited **Address:** Penine House Zebra Court
White Moss View Manchester M24 1UN United Kingdom

REASON FOR INCLUSION ON THE AGENDA: By request of Forest Neighbourhood Council

RECOMMENDATION: To approve planning permission subject to appropriate conditions

1. THE PURPOSE OF THIS REPORT

1.1 To consider the planning application.

DESCRIPTION OF THE APPLICATION:

1.2 Advertisement consent is sought for display of 4x non-illuminated fascia signs, 6x non-illuminated hoarding signs and 1x non-illuminated flag sign. The application is retrospective as the signs are in place on the kiosk.

DESCRIPTION OF THE SITE

1.9 The application site is within the southern part of Horsham train station car park located east of the railway line and accessed from Station Road to the north. The carpark has spaces for 200+ vehicles. The site is within the built up Horsham area and is not within a conservation area. The Railway Station and platform are listed buildings and are located a distance of approximately 165 metres to the north of the application site. To the east of the railway station car park are the Dove Court residential flats. To the west is the railway line. Victoria Street car park is to the south, beyond the Railway station carpark and the Railway station carpark extends to the north upto Station Close. A public pedestrian footpath crosses from the carpark over a bridge over the railway line at a distance of 60 metres to the north.

2. INTRODUCTION

STATUTORY BACKGROUND

- 2.1 The Town and Country Planning Act 1990.

RELEVANT PLANNING POLICIES

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

- 2.1 **National Planning Policy Framework**

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

Policy 14 - Shop Fronts and Advertisements

Policy 32 - Strategic Policy: The Quality of New Development

Policy 33 - Development Principles

Policy 34 - Cultural and Heritage Assets

- 2.3 **RELEVANT NEIGHBOURHOOD PLAN:** The site is within the Horsham Blueprint Business Neighbourhood Forum of Horsham Town. The Forum comprises of representatives from Denne Neighbourhood Council, Forest Neighbourhood Council and Trafalgar Neighbourhood Council. The Horsham Blueprint Business Neighbourhood Forum's Neighbourhood Plan (HBBNP) area is currently under examination from an Inspector and an Examination Note has been published. Relevant policies are as follows:

- Policy HB1: Location of Development
- Policy HB3: Character of Development
- Policy HB\$: Design of Development

- 2.4 **PLANNING HISTORY AND RELEVANT APPLICATIONS**

DC/21/2766	Retrospective application for the erection of a We Buy Any Car Ltd. sales kiosk including Change of Use with associated operation to existing car park.	Pending
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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

- 3.2 **HDC Conservation:** No Objection

- 3.3 **HDC Environmental Health:** No Objection

- 3.4 **WSCC Highways:** No Objection

- 3.5 **Network Rail:** No Objection

- 3.6 **Forest Neighbourhood Council:**

On 19th January 2022 Forest Neighbourhood Council commented and asked that this application is considered by the planning committee. A representative of FNC would like to speak at the planning committee meeting.

PUBLIC CONSULTATIONS

- 3.7 None received.

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 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".
- 6.4 Retrospective advertising application for the installation to We Buy Any Car kiosk of 4x non-illuminated fascia signs, 6x non-illuminated hoarding signs and 1x non-illuminated flag sign. The We Buy Any Car kiosk is proposed to display fascia signs together with vinyl printed 'car' logos and text applied to the exterior of the pod to all sides. None of signs are illuminated. The signage is mostly in green on a white background. Two large car symbols are displayed in yellow and pink.
- 6.5 It is considered also that the proposed adverts on the kiosk are of a design, form and scale which would not detract from the character and appearance of the large car park site and surrounding area. It should be noted that the kiosk, under application DC/21/2766, is recommended for temporary permission for one year. In the middle of the car park, these non-illuminated signs do not affect the amenity of any nearby proposed.

Public Safety:

- 6.6 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.

- 6.7 The proposed advertisements are not illuminated and would not create a visual or physical obstacle for vehicle users; no sightlines or clearances would be affected.

Conclusion

- 6.8 The proposed signage is considered of a size, siting, design and composition which would be appropriate to this site. 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: Approval subject to conditions

- 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.

Background Papers: DC/21/2766 & DC/21/2767