



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0727

16 Bodywise Gym And Studios , Church Street, Warnham, West Sussex, RH12 3QW

DESCRIPTION:

Installation of one illuminated freestanding, double-sided sign.

RELEVANT PLANNING HISTORY:

DC/19/1689	Application to confirm the continuous use of the entire premises for (D2 Use Class) purposes as a gymnasium with associated and ancillary facilities for a period in excess of ten years and to confirm the opening hours for the entire premises of 8:30 - 21:30 Monday to Saturday inclusive and at no times on Sundays. (Certificate of Lawful Development - Existing)	Application Permitted on 19.11.2019
DC/19/2574	Variation of Condition 4 of previously approved application WN/40/85 (Removal of condition 1 on wn/5/83 and c/u of 2nd floor massage room and gym in association with dance studios) to allow for a change to the opening times of the premises to 06.30 - 21.30 Monday to Friday, 08.30 to 21.30 Saturday and 10.00 - 16.00 on Sunday	Application Permitted on 21.07.2020
DISC/20/0299	Approval of details reserved by condition 2 on DC/19/2574	Application Permitted on 05.01.2021

RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (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

Neighbourhood Plan:

Warnham Neighbourhood Development Plan (2017-2031).

Parish Design Statement:

Warnham Parish Design Statement

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:

Conservation Officer:

The illuminated sign would be out of keeping with the character of the Warnham Conservation Area and would cause less than substantial harm to the setting of the adjacent Grade II listed building. It is considered that the sign would appear visually intrusive within the historic street scene and would fail to preserve or enhance the character and appearance of the conservation area.

WSSC Highways:

No comment.

Parish Comments:

The illuminated sign would harm the character and appearance of the Warnham Conservation Area and the setting of the adjacent Grade II listed building, Cobblers Cottage. Concerns are also raised regarding its visual prominence, urbanising impact, potential light pollution and effect on neighbouring amenity. The Parish Council further questions the need for the sign given the existing signage already visible from Church Street.

Representations:

X1 representation letter received objecting to the application for:

- Out of keeping with the designated heritage asset
- Impact on view from living room
- Light spill into living room
- Need for illuminated signage in village

X1 neither objecting nor supporting questioning the location of the sign.

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

Amenity

The National Planning Policy Framework (NPPF) 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. The Advertisement Regulations 2007 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

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.

It is noted that objections have been received from Warnham Parish Council, the owner of the adjacent Grade II listed building, and the Council's Conservation Officer. Concerns relate to the impact of the illuminated sign on the character and appearance of the Warnham Conservation Area, the setting of the adjacent listed building, and the potential effect on neighbouring amenity.

Whilst it is acknowledged that the sign would be visible within the street scene and would be read against the designated Grade II Listed Building, it is relatively modest in scale and is associated with an existing commercial use. The materials and finish of the proposed signage is considered to be muted and would appear intrusive within the street scene, and while the illumination is acknowledged, this is not considered to be of such degree to result in harm to the visual amenity of the street scene. The proposed sign would not be considered to result in unacceptable harm to the general characteristics of the locality.

Public Safety

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.

It is noted that an objection has been received in respect of the amenity of the neighbouring property, and specifically loss of view and light spill. Whilst concerns have been raised regarding the proximity of the sign to the neighbouring property, impacts on private residential amenity are not matters that can be afforded significant weight in the assessment of an advertisement application.

The advertisement would not obstruct any highway or related signage and no adverse impacts on public safety have been identified. The illuminance level of 50cd/m is considered appropriate to the location. It is therefore considered that the proposal would not adversely impact on public safety.

Conclusion

On balance, it is considered that the proposed sign would not result in unacceptable harm to amenity or public safety and is therefore considered acceptable under the provisions of the Advertisement Regulations.

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 Condition:** The intensity of illumination of the proposed sign shall not exceed 50 cd/m2.

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

- 4 **Advert Condition:** The sign(s) hereby permitted shall only be illuminated during the hours of business use of the premises.

Reason: In the interests of amenity.

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/26/0727

(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
Elevation plan	Proposed entrance sign details	BDYW-SIGN-02 REV 00	28.05.2026
Plans	Roadside Driveway entrance signage and Location and Block	BDYW-SIGN-01 REV 00	28.05.2026
Photos	AI Generated Visual	NONE	06.05.2026
Supporting Docs	Lighting Assessment	NONE	06.05.2026
Supporting Docs	Advertisement Measurements	NONE	06.05.2026
Location plan	Location Plan	NONE	06.05.2026
Photos	Existing Frontage Sign	NONE	06.05.2026
Site plan	Site Plan	NONE	06.05.2026
Supporting Docs	Supplier Previous Work Example	NONE	06.05.2026

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 10/07/2026

Authorising Officer sign/initial Tamara Dale Date: 22/07/2026