



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/1226

36-37, Nationwide, Carfax, Horsham, West Sussex, RH12 1EQ

DESCRIPTION:

Installation of 1x internally illuminated ATM collar. (Advertisement Consent).

RELEVANT PLANNING HISTORY:

DC/23/1867	Installation of 1x illuminated projecting sign, 1x illuminated fascia panel, 1x ATM surround, 1x non-illuminated window message, and replacement safety manifestation, to the front elevation. Installation of 1x illuminated projecting sign, 1x illuminated fascia panel, 1x non-illuminated window message, and replacement safety manifestation, to the side elevation (Listed Building Consent)	Application Permitted on 04.12.2023
DC/23/1866	Installation of 1x illuminated projecting sign, 1x illuminated fascia panel, 1x ATM surround, 1x non-illuminated window message, and replacement safety manifestation, to the front elevation. Installation of 1x illuminated projecting sign, 1x illuminated fascia panel, 1x non-illuminated window message, and replacement safety manifestation, to the side elevation	Application Permitted on 04.12.2023
DC/26/0488	Installation of defibrillator and bleed kit cabinets to external wall of Nationwide Building Society branch. (Listed Building Consent).	Application Permitted on 22.05.2026
DC/26/1225	Removal of the existing front elevation ATM and installation of a replacement unit, installation of internally illuminated ATM signage, and reinstatement manifestation. (Full Application).	Under Consideration

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

Horsham Blueprint Business Neighbourhood Forum

Policy HB3: Character of Development

Policy HB4: Design of Development

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:

HDC Conservation: The proposal seeks to re-install an ATM collar on the right-hand side of the doors from the left. As it stands it does not appear that consent has been granted for the repositioning of the ATM, and therefore it would seem premature to agree advertisement consent without it.

Town Council Comments:

Support the application.

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

Amenity

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.

Policy HB3 of the Horsham Blueprint Business Neighbourhood Plan states that development is expected to preserve and enhance the Character Area in which it is located. The design of new development should take account of local context and reflect the character and vernacular of the area, using architectural variety in form and materials, in order to avoid building design that is inappropriate to the Plan area.

Policy HB4 continues that development is expected to demonstrate a high quality of design, which responds and integrate well with its surroundings.

The advertisement would essentially replace an existing comparable arrangement and is linked to a separate planning application for relocation of the ATM. The siting, nature and design of the advertisement would have a neutral impact on the amenities of the locality, including surrounding heritage assets, and no harm would arise.

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.

The advertisement would not obstruct the public highway, pedestrian routes, or traffic signage, and would not adversely affect highway or pedestrian safety. Therefore, the proposal is considered acceptable in public safety terms.

Other Considerations

While the comments of the Conservation Officer are noted, the relocation of the ATM and the related signage would require advertisement consent (which is subject of this application) and planning permission (which is subject of DC/26/1225). The works would require both consents to be implemented in full and there is nothing which would prevent consideration of one separate to the other.

Conclusion

The impacts of the proposal in respect of amenity and public safety are acceptable and the application is therefore recommended for approval.

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/26/1226

(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
Photos	Existing	PH-00.00 REV P2	31.07.2026
Location plan		NONE	31.07.2026
Block plan		SP.00.01 REV A	19.08.2026

