Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0298
55-69 Pets At Home, East Street, Horsham, West Sussex, RH12 1HR

DESCRIPTION:
Installation of 2x internally illuminated fascia signs, 1x externally illuminated fascia sign, 2x non illuminated advertisements, 3x window prints and 2x small signs

RELEVANT PLANNING HISTORY:

DC/10/0202	5 new illuminated fascia signs and 1 window graphic sign	Application 12.04.2010	Refused	on
DC/05/2644	1 internally illuminated projecting sign	Application 14.12.2005	Permitted	on

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):
Policy 14- Shop Fronts and Advertisements
Policy 25- Strategic Policy: The Natural Environment and Landscape Character
Policy 26- Strategic Policy: Countryside Protection
Policy 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles
Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
Policy HB7 - A Welcoming Public Realm
AIM2 - Conserving Heritage Assets

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:

Horsham District Council Conservation:
"Pets At Home is located in a corner location on the boundary to the Park Terrace Gardens Conservation Area. The building is also bordered to the southeast by the locally listed buildings of 71 East Street, and 1 Park Terrace West and the south by 58, and 60 – 62 East Street. To the northwest is also the locally listed buildings of the Christian Life Centre, 51, and 53 East Street.

A number of the signs are replacing existing, and an objection would not be raised in that respect. It would however be suggested that thought is given to creating a more active frontage to the building such as the windows facing onto East Street. This would enable a visual engagement between street users and the ground floor of the building. I would also question the need for the additional sign on East Street as the sign does not reflect the architectural detailing of the building and signage already exists closer to the junction with Barttelot Road."

- An amendment was received which addressed concerns relating to the large East Street sign. This has been removed.

Horsham District Council: Environmental Health:
"The illumination of the sign is modest and the hours of operation are given as;

Monday to Saturday 08.00am – 20.00pm
Sunday 10.00am -16.00pm

Provided these hours are observed I would not anticipate any adverse impacts for the illuminated signage".

Parish Comments:
None received

Representations:
1 representation received raised no objection.

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

This application is for the Installation of 2x internally illuminated fascia signs, 1x externally illuminated fascia sign, 2x non illuminated advertisements, 3x window prints and 2x small signs at 55-69 East Street, Horsham, West Sussex. Currently the unit is occupied by Majestic Wines and Pets at Home, the latter which seeks advertisement consent under this application. The unit sits to the east of Horsham (Park Terrace Gardens) Conservation Area.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 32 and 33 of the HDPF seeks to ensure that development promotes a high standard and quality of design in order to enhance and protect locally distinctive characters. The policies also seek to ensure that the scale, massing and appearance of development relates sympathetically with the built surroundings, landscape, open spaces and routes within and adjoining the site, including any impact on the skyline and important views.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals should seek to:

- Reinforce the concept of legible “character areas” / “quarters” with distinct identities, as described in the Town Centre Vision;
- Within the Plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials.

The proposal seeks the implementation of several new advertisement signs for Pets at Home to the north, south and west elevations of 55-69 East Street.

The new signage primarily consists of updating the existing signage to the new Pets at Home branding, changing from white and dark green texts on a bright green background to predominately bright green and white texts on a dark teal background.

To the front elevation the main entrance sign (labelled ‘A’) is updated to the new branding with the trough light also changed to match the dark teal colouring of the sign. This overhead, trough light (downlit) is illuminated at a value of 300cd/m^2. 2 poster signs (‘C’) are also updated with new branding and additional advertising for ‘Vets for Pets’ with analogous colours. The entrance door is to have window graphics advertising opening times as well as small graphics of animals (‘D’). The small sign above the bay door for deliveries (‘F’) is also to be updated.

To the side elevation, the existing window prints are to be removed and replaced to match the new branding (‘E’). These prints consist of a large image of a cat and white text advertising service. Considering the previous advertisement, it is thought the proposed is of a similar ilk and therefore is considered acceptable. The side elevation fascia sign is also updated (‘H’) with additional sign for parking (‘I’). The side elevation fascia signage is illuminated at 300cd/m^2.

The rear elevation windows are again updated to match that of the side elevation windows, though the image is different (rabbits) and different white text (‘E’). The fascia signage above this window is to be replaced to match the updated design and will be illuminated to 300cd/m^2 (‘B’).

The signage is considered appropriate and would not be considered to negatively affect the overriding character of the area. Though a large sign is introduced to the rear elevation where there previously

was not one located, it is considered that there would be limited impact in regard to the street scene with this implemented.

Given the existing and prevailing street scene, would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 32, 33 & 34.

Heritage Impacts

Policy 34 of the HDPF seeks to conserve, sustain and protect the cultural and heritage assets that are within the district. It ensures that development within conservation areas is consistent with the special character of buildings and areas of which they are located within. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

AIM2 of the HBBNP is to protect and conserve the historical interest and character of Horsham. Horsham has many buildings of historic interest and conservation areas which purpose is to protect buildings from being harmed by development that is not in character to the area.

In line with the Conservation Officer, it would be considered that the signs are replacements for existing signage and it would have limited impact on the conservation area and adjacent buildings. Whilst their comments are noted to try an introduce active window frontage, it is considered that Majestic Wine also have graphic covered window and therefore this shouldn't be insisted to instate. An amendment was received to remove the larger sign on East Street which now allows the architectural quality of the building to remain observable.

It is considered the proposal is alignment with the above policies.

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 signage shall not exceed 300 cd/m2 and shall only be illuminated during the hours of:

- Monday to Saturday 08.00 - 20.00
- Sunday 10.00 - 16.00

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

4 **Advert Condition**: The illumination of the proposed signage shall be of a non-intermittent type.

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

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/25/0298

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Supporting Statement	Lighting	NONE	17.03.2025
Location plan		NONE	25.02.2025
Location plan		NONE	25.02.2025
Floor plan		NONE	25.02.2025
Floor plan		NONE	25.02.2025
Floor plan		NONE	25.02.2025
Floor plan		NONE	25.02.2025
Details plan	Proposed signs 67610	REV. F	22.05.2025

DELEGATED

Case Officer sign/initial JBurrowes Date: 30.05.2025

Authorising Officer sign/initial RHERMITAGE Date: 06.06.2025