Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/0959
62 West Street, Horsham, West Sussex, RH12 1PL

DESCRIPTION:

Installation of 1x externally illuminated fascia sign and 1x non-illuminated projecting sign

RELEVANT PLANNING HISTORY:

DC/15/0776	Retention of 1 x externally illuminated fascia sign and 1 x non-illuminated hanging sign (amended)	Application Permitted on 24.06.2015

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:

None received

Parish Comments: No Objection

Disappointed that this is a retrospective application. Consider the addition of the 'Runnersneed' signage unnecessary and the white background is rather garish, but as the signs are already in place no objection is raised.

HDNC requests there is a condition that the hours of illumination are in line with the opening hours of the business.

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

This application is for the installation of 1x externally illuminated fascia sign and 1x non-illuminated projecting sign at 62 West Street, Horsham, West Sussex. 62 West Street is a retail unit towards the eastern end of the main retail high street in Horsham. There is no overriding design to West Street with an eclectic mix of design, colour and illuminated signage on display.

Originally, the application had both the fascia and hanging signs to be illuminated. After clarifying the proposal, only the fascia sign is to be illuminated.

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 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.

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.

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.

The proposed development is for the installation of signs for Cotswold Outdoor and Runners Need, a shop that sells outdoor and athletic equipment. The externally illuminated fascia sign is positioned centrally above the existing front doors, 3.9m in width and split to allow advertisement for Cotswold Outdoor and Runners Need. The Cotswold Outdoor is advertised in red with white text and 2.6m in width with the remaining 1.3m of the sign advertising Runners Need which is white with primarily black and some blue text. The fascia sign is 1.13m in depth and proud of the face of the wall by around 0.2m. This sign is externally illuminated at a rate 174cd/m^2.

An additional smaller projecting sign is also proposed which protrudes 0.9m from the wall. This sign is 600mm x 850mm with the sign split horizontally with a ratio of roughly 2:1. The Cotswold Outdoor part of the hanging sign is approximately 600mm x 600mm with the Runners Need part of the sign 250mm by 600mm. This sign is to be non-illuminated.

The proposed 1x externally illuminated fascia sign and 1x externally non-illuminated hanging sign, 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. Following consultation with the Design and Conservation Officer, no objections have been raised to the signage. For these reasons, the proposal is considered to accord with the above mentioned 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 sign shall not exceed 174cd/m.

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/24/0959
(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
Location plan	Location Plan	NONE	24.06.2024
Elevation plan	Elevations	2 - Shopfront - Proposed Revision V1	24.06.2024
Location plan		NONE	24.06.2024
Details plan	Overview & Dimensions	1 revision B	24.06.2024
Details plan	Overview & Dimensions	2 revision B	24.06.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 19/08/2024

Authorising Officer sign/initial TDale Date: 19/08/2024