



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0077

The Crown Hotel, Carfax, Horsham, West Sussex, RH12 1DW

DESCRIPTION:

Installation of replacement signs to the exterior of the building to include 1x pictorial projecting sign, 3x sets of individual house name letters, 2x door plaques, 2x menu cases, 6x lanterns, 2x amenity boards and 2x CCTV signs.

RELEVANT PLANNING HISTORY:

DC/26/0105	Installation of replacement signs to the exterior of the building to include 1x pictorial projecting sign, 3x sets of individual house name letters, 2x door plaques, 2x menu cases, 6x lanterns, 6x floodlights, 2x amenity boards and 2x CCTV signs. Repainting of the exterior. (Listed Building Consent).	Pending
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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 2019-2036

Policy HB3: Character of development

Policy HB4: Design of development

Horsham District Local Plan (2023-40) (Regulation 19)

Policy 21: Heritage Assets and Managing Change within the Historic Environment

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 Officer: Advice

Neighbourhood Council:

No Objection

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

Policy 14(3) of the Horsham District Planning Framework (HDPF) states that Advertisements, including hoardings, illumination of hoardings and illuminated fascia signs 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; impair on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

The site is located within the Horsham Town Conservation Area. Policy 34 of the HDPF states that applications made within conservation areas will be required to: (2) Reflect the current best practice guidance produced by English Heritage and Conservation Area Character Statements; (3) Reinforce the special character of the district's historic environment through appropriate siting, scale, form and design; including the use of traditional materials and techniques; (4) Make a positive contribution to the character and distinctiveness of the area, and ensuring that development in conservation areas is consistent with the special character of those areas, and (7); Retain and improves the setting of heritage assets, including views, public rights of way, trees and landscape features, including historic public realm features.

The application site is the Crown Hotel, a Grade II listed building located with a prominent position in a corner location near the centre of the historic marketplace. Advertising planning permission is sought to install replacement of existing signs and lighting to the exterior of the building.

Following officer advice the amount of lighting initially proposed was reduced in plans received 16.03.2026 and the initially proposed floodlights were withdrawn on 16.04.2026. The proposals consist of:

- 1x projecting double sided aluminium pictorial sign (Item 01). 8W LED spotlight, warm white illumination. This item is a simple pictorial panel replacement, and the existing spotlights will be replaced with new of the same size and illuminance. Max 250 Candelas per square meter (cd/m²).
- 3x sets of individual replacement fascia house name letters (Items 02B, 02C, 02D). Illuminated by 3 brass swan neck cowl lights. Construction: Polished/lacquered brass or powder-coated black. Light Source: ES27 (large screw) LED bulbs, 9W to 12W. Lumens: 780 lm (Warm White) - 960 lm (Cool White). Dimensions: ~ 250mm diameter dome; 380mm-470mm projection. IP Rating: IP23 (downward facing). These cowl lights will replace the floodlights which currently illuminate the existing letters. Max 250 Candelas per square meter (cd/m²)
- 2x door plaques (Items 03A, 03B). Non-illuminated etched plaque hand painted and mounted to timber plinth

- 2x menu cases (Items 04A, 04B). Painted copper, A3 sized, with warm white illumination. These would be back lit with low level illumination and replace existing menu cases of the same type. Max 250 Candelas per square meter (cd/m2).
- 4x brass lanterns (Items 05A-05D) featuring warm white illumination, bottom fixed scroll bracket. These would replace the existing lanterns of the same style and illuminance but finished brass. Max 250 Candelas per square meter (cd/m2).
- 2x wall mounted timber amenity chalkboard signs (Items 08A and 08B) measuring 790mm x 1000mm (12mm birch plywood panel, 32mm bullnose natural timber trim, painted chalkboard area, 25 x 25 mm aluminium fixing angle)
- 2x CCTV signs (Items 09A and 09B) measuring 350mm x 350mm.
- 2x Stratford small lanterns (items 10A and 10B) painted copper, warm white illumination, bottom fixed scroll bracket. Max 250 Candelas per square meter (cd/m2)
- Repainting of the exterior to match existing

The initial lighting proposed has been reduced as below:

- Over the 3x sets of individual replacement fascia house name letters (Items 02B, 02C, 02D) the swan neck cowl lights have been reduced from 4no. to 3no.
- Brass lanterns reduced to 4no. larger (Items 05A-05D) and 2no. smaller (Items 10A and 10B)
- Floodlights withdrawn

Following consultation with the Council's Conservation Officer, a recommendation for a revised reduced lighting proposal was advised with regards to the proposed arrangement in terms of the proposal's heritage impact. The proposed lighting has subsequently been reduced and floodlights withdrawn. Given that the siting of the proposed signage and lighting is also a replacement of the existing signage and lighting, it is considered that the proposed would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety.

The revised proposal with reduced lighting has resulted in a proposal that is considered would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety, in accordance with the provision of Policies 14, 25, 26, 32, 33 & 34 of the HDPF.

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 250cd/m2.

Reason: In the interests of public amenity and highway safety.

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

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

- 5 **Advert Condition:** The signs 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/26/0077

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Location plan		NONE	19.01.2026
Elevation plan	Existing	202498 REV B	19.01.2026
Plans	Existing Signage	202498 REV B	19.01.2026
Plans	Existing Signage	202498 REV B	19.01.2026
Location plan		202498 REV D	16.04.2026
Elevation plan	Proposed	202498 REV D	16.04.2026
Plans	Proposed Signage	202498 REV D	16.04.2026
Plans	Proposed Signage	202498 REV D	16.04.2026
Plans	Proposed Signage	202498 REV D	16.04.2026
Plans	Proposed Signage	202498 REV D	16.04.2026
Site plan		202498 REV D	16.04.2026
Supporting Statement	Lighting	NONE	03.02.2026

DELEGATED

Case Officer sign/initial Steve Astles Date: 22.04.2026

Authorising Officer sign/initial RHERMITAGE Date: 05.05.2026