DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0382
5 Queen Street, Horsham, West Sussex, RH13 5AA

DESCRIPTION:

Installation of X1 internally illuminated hanging sign and x1 externally illuminated fascia sign above window (Retrospective).

RELEVANT PLANNING HISTORY:

DC/25/0913	Installation of security shutters to shop frontage and extract duct to rear (Retrospective)	Application is not valid

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

Horsham Blueprint Business Neighbourhood Forum is a designated body of the Unparished Area of Horsham Town. The Forum comprises of representatives from Denne Neighbourhood Council, Forest Neighbourhood Council and Trafalgar Neighbourhood Council. The Horsham Blueprint Business Neighbourhood Forum's Neighbourhood Plan area has been designated.
Relevant policies:
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:

None received

Forest Neighbourhood Council:

Object as it is detrimental to the visual amenities of that area & will set a precedent in the locality. No similar bright fascia lights in that area previously allowed. It is not clear that applicant has submitted a change of use planning application.

Representations:

4 representation letters received objecting to the application for the below reasons:

- Not in keeping with street scene
- Would appear out of place
- Overdevelopment
- Parking concerns
- Noise pollution
- Privacy
- Light concerns.

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 of the HDPF states that application for new, replacement and temporary shop fronts, including fascias, will be support where the proposal respects the architectural style, character and form of the buildings or location of which they form a part, including appropriate use of materials, colours and illuminations. Within Conservation Areas, proposals will be expected to retain an existing traditional shop front and/or features of architectural or historic interest, through retention or restoration. This will include the use of traditional materials, traditional painted fascias, and hanging signs with muted colours. In some cases, discreet externally illuminated signs may be acceptable. Advertisements, including illuminate fascia signs, should be sensitively designed, or 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 cumulative impact of advertisements on the character and appearance of the surrounding townscape and landscape will be considered as part of any such application.

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.

5 Queen Street is a mid-terrace property on the outskirts of the town centre and falls within the built-up boundary area of Horsham. Advertisement Consent is sought for the retrospective installation of a new externally illuminated fascia sign and internally illuminates hanging sign.

Following consultation, the signage subject of the application dominates the shop front and does not reflect the recognised qualities of the local area. The internally illuminated hanging sign is a modern method of lighting signage and does not suit the building nor the shopfront. It would be suggested that businesses that operate mainly in daylight hours do not require additional lighting as the shopfront will provide the draw for customers.

For these reasons, the signage when considered cumulatively, is considered to detract from the local area and is not considered to reflect the visual amenities, character of the site and wider surroundings.

It is not considered that the signage results in detrimental impact on pedestrian or highway safety.

Recommendation: Application Refused

Reason(s) for Refusal:

1. The fascia and hanging signs, by reason of their illumination, would fail to reflect the features and characteristics of the site and nearby properties, and would result in visual harm to the townscape character and amenity of the locality. The signage would therefore be contrary to Policy 14 of the Horsham District Planning Framework (2015) and Policies HB3 and HB4 of the Horsham Blueprint Business Neighbourhood Plan 2019-2036.

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/25/0382
(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents **not approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan	Location Plan	NONE	13.03.2025
Photos		NONE	13.03.2025
Location & Block plan	Block Plan Location Plan	11	22.05.2025
Elevation plan	Proposed Other Side Elevation	8	03.07.2025
Elevation plan	Proposed Side Elevation	9	03.07.2025
Section plan	Proposed Cross Section	10	03.07.2025
Floor plan	Proposed Ground Floor Plan	6	02.05.2025
Elevation plan	Existing Side Elevation	4	02.05.2025
Elevation plan	Existing Other Side Elevation	3	02.05.2025
Floor plan	Existing Ground Floor Plan	1	02.05.2025
Elevation plan	Existing Rear Elevation	2	02.05.2025
Elevation plan	Proposed Rear Elevation	7	03.07.2025
Section plan	Existing Cross Section	5	02.05.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 01/08/2025

Authorising Officer sign/initial Tamara Dale Date: 07/08/2025