



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0282

39A Springfield Road, Horsham, West Sussex, RH12 2PG

DESCRIPTION:

Installation of 1no. illuminated fascia sign and 1no. illuminated projecting sign.

RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):

Policy 12 - Strategic Policy: Vitality and Viability of Existing Retail Centres

Policy 13 - Town Centre Uses

Policy 14 - Shop Fronts and Advertisements

Policy 32 - Strategic Policy: The Quality of New Development

Policy 33 - Development Principles

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):

Strategic Policy 19: Development Quality

Strategic Policy 20: Development Principles

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

Policy 22: Shop Fronts and Advertisements

Strategic Policy 36: Town Centre Uses

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:

INTERNAL CONSULTATIONS

None received

PUBLIC CONSULTATIONS:

Representations:

1 letter has been received from 1 address, objecting to the application on the following grounds:

- It is not clear to us what form of illumination is proposed for the signage, but we would object to internal illumination in this location.

Neighbourhood Council Comments:

None received

Member Comments:

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

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

Principle of Development:

Policy 14(1) of the Horsham District Planning Framework states that applications for new, replacement and temporary shop fronts, including fascias, will be supported 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.

Policy HB3, Character of Development, 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 the 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. Innovation in design will be supported, however, where this demonstrably enhances the quality of the built form in a character area".

Policy HB4, Design of Development, of the Horsham Blueprint Business Neighbourhood Plan states that – "Development is expected to demonstrate a high quality of design, which responds and integrates well with its surroundings"

The application seeks planning permission for the installation of 1no. illuminated fascia sign and 1no. illuminated projecting sign. The site is located in a mixed use location where the presence of signage is an established and appropriate feature. The proposed signage is appropriately sited within the existing shop front, and the colour scheme and finish are considered sympathetic to the immediate surroundings.

The fascia and projecting sign are proportionate to the host building and, in terms of their number, size and appearance, would reflect the character and function of the town centre location. The signage would relate sympathetically to the character of the streetscene and would not result in harm to the character or appearance of the area or the host building.

In terms of illumination: the signage would be backlit, and would be illuminated within the threshold of the ILP guidance for a site in an E4 (urban) area. Furthermore, a condition will be attached to ensure that the illumination remains static in hours of operation only as to avoid unnecessary illumination outside of business hours. Therefore, no concerns are raised on this ground.

All of the signs are attached to the building and do not project significantly onto the public highway. As such, it is considered that they do not impact on highway safety and are considered to be acceptable in this regard.

It is considered that the signage, taking into account their appropriate colouring, size and luminance levels for this location, as well as taking into account the varying nature of the signage and building colours in the vicinity, are acceptable in terms of design and visual impact and would not have a detrimental impact upon highway safety, in accordance with the relevant policies of the HDPF. Approval is therefore recommended.

Water Neutrality

There is no clear or compelling evidence to suggest the nature and scale of the proposed development would result in a more intensive occupation of the dwelling necessitating an increased consumption of water that would result in a significant impact on the Arun Valley SAC, SPA and Ramsar sites, either alone or in combination with other plans and projects. The grant of planning permission would not therefore adversely affect the integrity of these sites or otherwise conflict with policy 31 of the HDPF, NPPF paragraph 193 and the Council's obligations under the Conservation of Habitats and Species Regulations 2017.

Other Matters

Concerns have been raised regarding the form of illumination. However, details of the proposed illumination have been provided within the application form and have been considered as part of the assessment.

Conclusion

The proposal is considered to comply with relevant local and national planning policies and 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.

- 3 **Advert Condition:** The intensity of illumination of the proposed signs shall not exceed 600cd/m²

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

4 **Advert Condition:** The illumination of the proposed signs 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/26/0282

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Plans	LOCATION, BLOCK, EXISTING AND PROPOSED ELEVATIONS, FLOOR AND ROOF PLANS	A 01	17.02.2026
Photos		NONE REV 01	17.02.2026

DELEGATED

Case Officer sign/initial Marie Riggs Date: 07.04.2026

Authorising Officer sign/initial RHERMITAGE Date: 13.04.2026