NATIONAL SCHEME OF DELEGATION
The proposal constitutes Schedule 2 development which is eligible for referral to Planning Committee. The application would not raise matters of significance and is therefore delegated to Officers for determination.

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/26/1453
Horsham Volkswagon, Redkiln Way, Horsham, West Sussex, RH13 5QH

DESCRIPTION:
Installation of 2x internally illuminated fascia signs, and 1x internally illuminated totem sign (retrospective).

RELEVANT PLANNING HISTORY:

DC/16/1173	Erection of 4x internally illuminated fascia signs, 3x internally illuminated free standing signs (retrospective).	Application Permitted on 15.08.2016

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 District Local Plan:
Policy 19 – Development Principles
Policy 22 - Shop Fronts and Advertisements

Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 – 2036:
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

Town Council Comments:
None received

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

Horsham Volkswagon is located on the corner with Redkiln Way and Crawley Road. To the south of the application site is predominately industrial (B-Use Classes) with large commercial premises, whilst to the west and north of the application site are residential properties that included flatted development and traditional detached and semi-detached dwellings.

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.

Policies 32 and 33 of the HDPF seek 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, 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”

Policy 19 of the HDLP seeks to ensure that development in the District promotes a high standard of design, architecture and landscape, creating or contributing to the identity or ‘sense of place’, and in ensuring that local, social and environmental characteristics are considered.

Policy 22 of the HDLP seeks to ensure that shop fronts, including temporary shop fronts and advertising help contribute to a vibrant and successful economy. To enable shopping areas to remain vibrant whilst protecting the often historic character of town and village centres across the District, shop fronts and advertisements will be expected to be of high quality and will require a particularly sensitive approach in Conservation Areas and to Listed Buildings.

The application seeks advertisement consent for Installation of 2x internally illuminated fascia signs, and 1x internally illuminated totem sign.

The site is situated within a mixed-use area where commercial signage forms an established feature of the streetscene. The proposed fascia signs and totem sign would be of an appropriate scale, design and appearance in relation to the host building and would not appear overly prominent or visually intrusive. The signage would sit proportionately within the existing frontage and would be consistent with the commercial character of the surrounding area.

It is considered that the proposed advertisements would preserve the character and appearance of the locality and would relate sympathetically to the existing building and wider streetscene. Accordingly, the proposal would not result in harm to visual amenity.

The proposed internally illuminated fascia signs and illuminated totem sign would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety, in accordance with Policies 14, 32 and 33

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 500cd/m2.

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

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.

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/26/1453
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan		TQRQM26247113053858	09.09.2026
Elevation plan	Proposed and signage details	geely_drift bridge horsham_160626_v1.1	29.09.2026
Site plan		TQRQM26247113343095	09.09.2026

DELEGATED

Case Officer sign/initial Marie Riggs Date: 16.11.2026

Authorising Officer sign/initial RHERMITAGE Date: 23.11.2026