DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0231
56B West Street, Horsham, West Sussex, RH12 1PL

DESCRIPTION:

Facia signboard and projecting side signboard

RELEVANT PLANNING HISTORY:

DC/10/2119	Change of use from recruitment agency (A2) to financial services (A2) (Certificate of Lawful Development - Proposed)	Application Permitted on 18.11.2010

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
Policy 34- Cultural and Heritage Assets

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.
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:

INTERNAL CONSULTATIONS

HDC Conservation: Objection

Objections raised about the proposed signage and installation of roller shutters and the impact of amenity in Horsham Town Conservation Area.

Parish Comments:

Horsham Denne Neighbourhood Council: Objection
Horsham Denne Neighbourhood Council strongly objects to this application. As per our response to DC/25/0230, HDNC considers the signage is out of character in the conservation area.

Representations:

X1 received in objection to the application:

- The form of lighting is wholly inappropriate to the Conservation Area and would certainly not enhance it.

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 integrates well with its surroundings, meets the changing needs of residents, and minimises the impact on the natural environment.

Policy HB7 states that development should contribute to improved wayfinding and signage for the town centre, provided that they can be satisfactorily integrated within their surroundings.

Signage within a Conservation Area is expected to be designed as an integral part of the shopfront, with the use of traditional materials such as hand painted timber. Where appropriate hanging signs should be hand painted with decorative brackets. Any lighting should be discreet and proportionate to the opening hours of the business.

Following consultation with the Council’s Design and Conservation Officer, the signage subject of the application dominates the shop front and does not reflect the recognised qualities of the Conservation

Area. It is noted that other stores have backlit lettering, but this is set against the overall wider context of the fascia, the lettering size and the buildings themselves, where these are not of the scale subject on this smaller unit. The internally illuminated hanging sign is a modern method of lighting signage and does not suit the building or 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 traditional and modest character of the designated Conservation Area and subject building, and is not considered reflect the visual amenities and 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 signage, when considered cumulatively, is of a size, proportion, style, and design that appears at odds with the modest shop front, and fails to reflect the special character and interest of the site and wider designated Conservation Area. The signage is therefore contrary to Policies 14 and 34 of the Horsham District Planning Framework (2015) and Policies HB3, HB4, and HB7 of the Horsham Blueprint Business Neighbourhood Plan.

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/25/0231
(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 & Block plan	Location Plan Block Plan	206 - 03/MT	13.02.2025
Elevation plan	Pre-Existing Ground Floor Plan, Front Elevation, Side Elevation-Section	206 - 01/MT	13.02.2025
Elevation plan	Existing Ground Floor Plan, Front Elevation, Side Elevation-Section	206 - 02/MT	13.02.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 23/04/2025

Authorising Officer sign/initial Tamara Dale Date: 20.05.2025