Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/1178
2 Carfax, Horsham, West Sussex, RH12 1DN

DESCRIPTION:
Installation of 1x non-illuminated nameplate sign to replace the existing.

RELEVANT PLANNING HISTORY:

DC/25/0682	Installation of replacement ATM and surround.	Application Permitted on 25.07.2025

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:
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:
HDC Conservation: No objection.

Neighbourhood Council Comments:
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

Legislation

Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors. An excerpt of the regulation is set out below:-

Powers to be exercised in the interests of amenity and public safety
3.—
(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
    (a) the provisions of the development plan, so far as they are material; and
    (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—
    (a) factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest;
    (b) factors relevant to public safety include—
        (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
        (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
        (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Amenity

The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

Local policy reinforces the legislation and national policy aims. Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements 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; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within paragraph 132 of the NPPF, "the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

The advertisement would replace an existing of similar siting and appearance and would have a neutral impact on the visual amenity of the building and surrounding area, with no adverse impacts on the setting of heritage assets, and on neighbouring amenity. The amenity impacts of the proposal are therefore considered acceptable.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The advertisement would not obstruct any highway or related signage and no adverse impacts on public safety have been identified, with no illumination indicated in the submitted details. It is considered that the proposal would not adversely impact on public safety.

Conclusion

It is recommended that advertisement consent be granted subject to conditions as set out below.

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.

Plans list for: DC/25/1178
(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan		NONE	17.08.2025
Elevation plan	Proposed front	TBC_331 REV A	18.09.2025

Block plan		NONE	17.08.2025
Details plan		NONE	17.08.2025
Elevation plan	Existing front	TBC_321 REV A	18.09.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 06/11/2025

Authorising Officer sign/initial Guy Everest Date: 10.11.2025