DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0591
5 Causeway, Horsham, West Sussex, RH12 1HE

DESCRIPTION:
Installation of 1x non-illuminated hanging sign

RELEVANT PLANNING HISTORY:

None

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):
Policy 14- Shop Fronts and Advertisements
Policy 25- Strategic Policy: The Natural Environment and Landscape Character
Policy 26- Strategic Policy: Countryside Protection
Policy 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles
Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
Policy HB7 - A Welcoming Public Realm
AIM2 - Conserving Heritage Assets

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:

Horsham District Council: Conservation:

Horsham District Council's Conservation Officer initially objected to the proposal for a fascia sign over concerns that it did not appropriately sit in regard to the building and the wider area. A revised design to change the proposal to a hanging sign was judged to be acceptable.

Parish Comments:
None received

Parish Comments:

The Parish objected to the initial proposal. The Parish did not object to the revised design.

Representations:

1 Letter of Representation was received from Horsham Society for the initial proposal. It objected to planning permission. There have been no representation since the revised application

Reason for Objection:

- Design
- Other

It was considered that the design strongly contrasted to the conservation area and the principle building and considered 'jarring' and 'disproportionate' to the design elements.

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

This application is for the installation of 1x non-illuminated hanging sign at 5 Causeway, Horsham, West Sussex. 5 Causeway is within the Horsham Conservation Area however itself is not a listed building.

Initially, the proposal was for "installation of 1x non-illuminated Fascia logo sign". However, HDC's Conservation Officer advised that this would be inappropriate considering the conservation area and the principle building. It has since been revised to a single, non-illuminated hanging sign.

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

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 34 of the HDPF seeks to conserve, sustain and protect the cultural and heritage assets that are within the district. It ensures that development within conservation areas is consistent with the special character of buildings and areas of which they are located within. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals should seek to:

- Reinforce the concept of legible "character areas" / "quarters" with distinct identities, as described in the Town Centre Vision;
- Within the Plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials.

AIM2 of the HBBNP is to protect and conserve the historical interest and character of Horsham. Horsham has many buildings of historic interest and conservation areas which purpose is to protect buildings from being harmed by development that is not in character to the area.

The proposed development is for the installation of 1x non-illuminated hanging sign at 5 Causeway. A hanging sign is proposed to the front elevation to the left hand side. The sign is appropriately sized (500mm * 400mm) and positioned to provide a symmetry with the lantern on the opposing side. It is not thought that the application would conflict with the existing character of the building nor the wider conservation area. The sign is finished in a RAL 9005 (Black); 9016 (White) and 5012 (Light Blue) with a heritage bracket also in black. The colours are considered appropriate and are not thought to be insensitive to the area. No illumination is proposed for the signage.

The proposed development of the installation of 1x non-illuminated hanging sign, given the existing and prevailing street scene, would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with Policies 14; 25; 32; 33 & 34 of the HDPF and Policies HBBNP 3; 4; 7 and AIM2 of the HBNBP.

Recommendation: Application Permitted

Conditions:

2 **Standard Time Condition**: The development hereby permitted shall begin before the expiration of three years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990.

3 **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.

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/24/0591

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Details plan	SIGNAGE	56748 V6	11.07.2024
Location plan		NONE	17.04.2024
Photos		NONE	17.04.2024
Block plan		NONE	08.05.2024
Elevation plan	Existing	EXISITING ELEVATIONS	08.05.2024
Elevation plan	Proposed	PROPOSED ELEVATIONS	23.06.2024

DELEGATED

Case Officer sign/initial J.Burrowes Date: 12/07/2024

Authorising Officer sign/initial RHERMITAGE Date: 15.07.2024