Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/1752
2 Worthing Road, Horsham, West Sussex,

DESCRIPTION:

Installation of hanging sign; installation of illuminated fascia sign over main entrance; installation of non-illuminated fascia sign on adjacent building

RELEVANT PLANNING HISTORY:

DC/23/1931	Replace the main entrance doors, installation of 4No. internally illuminated fascia signs to the exterior, and installation of AC condensers to external rear wall.	Application Permitted on 18.04.2024
DC/23/1932	Installation of 4No. internally illuminated fascia signs	Application Permitted on 18.04.2024

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

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

Parish Comments:

No objection

Parish 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

This application is for the installation of hanging sign; installation of illuminated fascia sign over main entrance; installation of non-illuminated fascia sign on adjacent building at 2 Worthing Road, Horsham, West Sussex. The application site is within the town centre of Horsham and approximately 100m away from the Horsham Conservation area. The application site address is a Specsavers Opticians however, the proposal spans 2 address points with the other address point at Unit 2, Worthing Road, Horsham. Unit 2, Worthing Road is the main shop of Søstrene Grene (for which the advertisements are for) located to the south of 2 Worthing Road. The advertisements are to be applied to both Unit 2 and 2 Worthing Road.

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 32 and 33 of the HDPF seeks 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 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.

The proposed development is for installation of hanging sign; installation of illuminated fascia sign over main entrance; installation of non-illuminated fascia sign on adjacent building at 2 Worthing Road, Horsham, West Sussex. The proposal seeks installation of a non-illuminated fascia sign located on 2 Worthing Road above the existing Specsavers advertisement that was approved under DC/23/1931 (Replace the main entrance doors, installation of 4No. internally illuminated fascia signs to the exterior, and installation of AC condensers to external rear wall); DC/23/1932 (Installation of 4No. internally illuminated fascia signs). This will be located around 7.7m above the ground and around 3.7m above the existing Specsavers signage. This fascia sign will advertise 'Søstrene Grene' in RAL 1036 (Pearl Gold). No background is proposed. The text is 410mm in height and will span around 4.6m.

Another fascia sign also displaying 'Søstrene Grene' is to be located above the main shop entrance again in RAL 1036 but against the existing brown fascia board. This is positioned 3.2m above the ground and spans 3.75m. The height of text is 280mm. This sign is illuminated at 10cd/m2. Though this light level is very low, it is considered reasonable to condition this to protect the local amenity.

A hanging sign is also proposed to the left of the main entrance door. The top of the sign is 3.6m above. The oval sign dimensions are 800mm x 400mm with a width of 120mm. This sign is considered appropriate considering the existing street scene.

The signs are considered to be of a position and siting that would not result in adverse harm to public amenity.

The proposed signage, 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.

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 Illumination (Amenity):** The intensity of illumination of the proposed signage shall not exceed 10 cd/m2 and shall only be illuminated during the hours of business use of the premises.

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

4 **Non-intermittent Illumination (amenity):** The illumination of the proposed signage 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/24/1752
(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
Details plan	Hanging Sign	NONE	14.02.2025
Elevation plan	Elevations As Existing	103	17.12.2024
Site plan	Site Plan As Proposed	204	17.12.2024
Elevation plan	Elevations As Proposed	202 REVISION A	17.12.2024
Site plan	Site Plan As Existing	101 REVISION A	17.12.2024
Floor plan	Ground Floor Plan As Existing	102	17.12.2024
Floor plan	Ground Floor Plan As Proposed	201	17.12.2024
Elevation plan	Elevations As Proposed	203	17.12.2024
Location plan	Location Plan	100 REVISION A	17.12.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 26/02/2025

Authorising Officer sign/initial Tamara Dale Date: 11/03/2025