HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	Portman Smile Clinic 3-3A East Street Horsham
DESCRIPTION:	Installation of 10x non-illuminated digitally printed and frosted window graphics (Retrospective)
REFERENCE:	DC/24/1420
RECOMMENDATION:	~~Advice / No Objection /~~ Objection ~~/ More Information / Modification / Refusal~~

SUMMARY OF COMMENTS & RECOMMENDATION:

See below

MAIN COMMENTS:

The application building is within the Horsham Town Centre Conservation Area, and forms part of the central pedestrianised shopping area. The vibrancy of the streetscene which includes the building frontages contributes to the character of the conservation area. The use of window film to the extent proposed would result in a lessening of the interaction and intervisibility between the building and the street. It is considered that this loss of an active frontage would have an adverse impact on the character of the conservation area. The stock images also do not relate to the architectural character of the building and are completely incongruous in this location. It would be considered that the proposed advertisements would result in harm to the amenity and special character of the conservation area.

Section 72 (1) of the Listed Building and Conservation Areas Act requires that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area." The proposed generic scheme as it stands does not preserve or enhance the character or appearance of the area, and therefore an objection would be raised.

ANY RECOMMENDED CONDITIONS:

NAME:	Nicola Mason
DEPARTMENT:	Strategic Planning
DATE:	22.10.24