



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/2049

Little Monkeys Day Nursery , 18 London Road, Horsham, West Sussex, RH12 1AY

DESCRIPTION:

Installation of 1no. non-illuminated fascia sign to front elevation of nursery. Erection of a replacement post-mounted sign. (Retrospective). (Advertisement Application).

RELEVANT PLANNING HISTORY:

DC/25/2038	Installation of 1no. non-illuminated fascia sign to front elevation of nursery. Erection of a replacement post-mounted sign. (Retrospective). (Listed Building Consent).	Pending Consideration
DC/17/1122	Variation of condition 9 to previously approved application HU/6/04 proposed change in opening hours to 07.30am to 18.30pm Monday to Friday	Application Permitted on 27.07.2017

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 Officer:

The principle of a sign is contrary to an understanding and appreciation of this building as a historic dwelling. The sign draws attention away from the building and obscures the architectural detailing. The visual impact of the sign is to prevent an ability to appreciate the architectural composition as it was intended. For these reasons it harms the special interest of the listed building.

Parish Comments:

None received

Representations:

1 received objecting to the application

- While the proposed ground-level sign is acceptable, any advertising placed on the upper front of this prominent listed building within the London Road Conservation Area is inappropriate. The sign disrupts the building's symmetry and fails to meet the Conservation Area's requirement to preserve and enhance long-distance views and overall setting.

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

The application relates to 1no. non-illuminated fascia sign attached to the building and 1no. post-mounted sign to the ground. Both are currently in situ, and the advertisements are therefore retrospective.

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 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 the 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.

The application site comprises a Listed Building, where its significance arises from its architectural detailing and architectural composition. Following consultation with the Design and Conservation Officer, the fascia sign is considered to be of a size and position that draws attention away from the building and obscures the architectural detailing. The visual impact of the sign would prevent an ability to appreciate the architectural composition as intended, and would harm the special interest of the Listed Building. For this reason the non-illuminated fascia sign would fail to respect the architectural style and character of the host building, and would result in adverse harm to the architectural interest of the designated heritage asset, contrary to Policy 14 of the Horsham District Planning Framework (2015).

The free-standing sign is positioned to the ground floor and is located between the side elevation and front window. This is considered to be of a size and siting that would sit comfortably against the

elevation of the building. The free-standing sign is considered to be positioned so that the architectural features remain visible, and would not therefore result in sufficient harm to the interest and significance of the Listed Building to justify a reason for refusal.

Recommendation: Application Refused

Reason(s) for Refusal:

- 1 The 1no. non-illuminated fascia sign is of a size and position that draws attention away from the building and obscures the architectural detailing. The visual impact of the sign prevents an ability to appreciate the architectural composition as intended, and results in harm to the special interest of the Listed Building. The non-illuminated fascia sign fails to respect the architectural style and character of the host building, and results in adverse harm to the architectural interest of the designated heritage asset, contrary to Policy 14 of the Horsham District Planning Framework (2015).

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/25/2049

Schedule of plans/documents **not approved:**

Plan Type	Description	Drawing Number	Received Date
Location plan		25.32.OSmap	08.12.2025
Plans	Plans and Elevations	25.32.01C	09.12.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 12/02/2026

Authorising Officer sign/initial Tamara Dale Date: 12/02/2026