DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/23/2276
20 London Road, Horsham, West Sussex, RH12 1AY

DESCRIPTION:
Installation of company sign to the exterior of the building and hanging sign (Listed Building Consent).

RELEVANT PLANNING HISTORY:

DC/24/0363	Installation of company sign and hanging sign	Under Consideration
DC/12/1876	To hang a sign showing the company logo in the fixture already in situ (Advertisement Consent)	Application Permitted on 28.11.2012
DC/12/1875	To hang a sign showing the company logo in the fixture already in situ (Listed Building Consent)	Application Permitted on 28.11.2012

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF):

Horsham District Planning Framework (2015):
Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
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:
HDC Conservation: No objection.

Parish Comments:
Object, the additional hanging sign is unnecessary and will create superfluous clutter in conservation area.

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

Paragraph 205 of the NPPF states that “the local planning authority should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise”. Paragraph 206 adds that “[a]ny harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

Policy 34 of the HDPF seeks to conserve and sustain the 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.

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.

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.

20 London Road is a Grade II Listed Building described by Historic England as a “Late C18 or early C19. Stuccoed. 2 storeys. 2 windows with one blocked window- space in centre. Slate roof with red ridge-tiles. Stringcourse. All sash windows, glazing bars mostly intact. Narrow hood over door supported by Doric columns”. Historic England also comment that numbers 16 to 22 London Road form a small group of shared characteristics.

This application seeks listed building consent for the display of a ‘company sign’ plaque adjacent to the entrance door, and for an additional hanging sign at first floor level. As part of the application process, previously proposed window vinyl’s have been omitted from the scheme.

The proposed hanging sign would not obstruct or interfere with any architectural detailing or features of the listed building, representing a clearly reversible alteration which would not result in the loss of historic fabric. The hanging sign would reflect an existing sign on the front elevation, and while representing a proliferation of adverts the siting and design would retain a sense of symmetry to the building with no adverse impacts on its significance or historic interest.

The ground floor sign represents a modest addition which, as with the hanging sign, would have no adverse impacts on the listed building.

The proposal would therefore preserve the historic interest of 20 London Road, in accordance with development plan policies.

Recommendation: Application Permitted

Conditions:

1 **Standard Time Condition:** The works hereby permitted shall begin before the expiration of three years from the date of this consent.

Reason: To comply with Sections 18 (as amended) and 74 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Plans list for: DC/23/2276
(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
Elevation plan	Existing	PLEL-EX REV P1	05.02.2024
Elevation plan	Proposed	PLEL-PR REV P3	03.06.2024
Block plan		NONE	08.01.2024
Supporting Statement	Cover letter	DESIGN STATEMENT	17.06.2024
Supporting Statement	Heritage	HERITAGE STATEMENT	17.06.2024
Location plan		NONE	13.12.2023
Details plan		ALUMINIUM SIGN	13.12.2023

DELEGATED

Case Officer sign/initial J.Burrowes Date: 19/06/2024

Authorising Officer sign/initial Guy Everest Date: 19.06.2024