Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0363
20 London Road, Horsham, West Sussex, RH12 1AY

DESCRIPTION:
Installation of company sign and hanging sign

RELEVANT PLANNING HISTORY:

DC/23/2276	Installation of company sign to the exterior of the building and hanging sign (Listed Building Consent).	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
DC/12/1044	Erection of 1 No. illuminated fascia sign (Listed Building Consent)	Withdrawn Application on 13.07.2012
DC/12/1043	Erection of 1 No. illuminated fascia sign (Advertisement Consent)	Withdrawn Application on 13.07.2012

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:

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
The considerations of this application are the impact of the proposed advertisements on amenity and public safety. The following polices are also of relevance insofar as they relate to these considerations:-

Policy 14 of the HDPF states 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 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.

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.

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. Similarly, the presence of advertisements, both as existing and as proposed, in this location would not be unexpected, with the design such that the character and appearance of the wider surrounding Conservation Area would be preserved.

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

The siting and design of the advertisements does not raise any implications for public safety, with the proposal acceptable in this regard.

Recommendation: Application Permitted

Conditions:

1 **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.

Plans list for: DC/24/0363
(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

Supporting Statement		DESIGN STATEMENT	17.06.2024
Block plan		NONE	06.03.2024
Location plan		NONE	06.03.2024
Supporting Statement		HERITAGE STATEMENT	14.06.2024
Supporting Statement		ALUMINIUM SIGN	06.03.2024
Elevation plan		PLEL-PR REV P3	06.03.2024
Elevation plan		PLEL-EX REV P1	17.06.2024

DELEGATED

Case Officer sign/initial Jacques Burrowes Date: 19.06.2024

Authorising Officer sign/initial Guy Everest Date: 19.06.2024