DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0218
31A East Street, Horsham, West Sussex, RH12 1HH

DESCRIPTION:

Installation of a 1 x Halo externally illuminated sign, replacing the existing non-illuminated facia board.

RELEVANT PLANNING HISTORY:

None relevant

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 Plan 2019-2036:
Policy HB3 – Character of Development
Policy HB4 – Design of Development
Policy HB7 – A Welcoming Public Realm

Horsham District Local Plan 2030-2040 (Regulation 19):
Strategic Policy 19: Development Quality
Strategic Policy 20: Development Principles
Policy 21: Heritage Assets and Managing Change within the Historic Environment
Policy 22: Shop Fronts and Advertisements

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: Objection

The proposed sign does not reflect a traditional sign that would preserve the character of the conservation area. The conspicuously protruding acrylic letters and multicoloured halo lights are not appropriate in this context and would be harmful.

HDC Environmental Health: No Objection

Provided that the guidance given in the *ILP PLG05 The Brightness Of Illuminated Advertisements* is adhered to.

Parish Comments: Objection

The projecting box and multi-coloured lights are not suitable in the Conservation Area

Representations:

One letter of representation has been received, objecting to the proposal for the following reasons:-

- The impacts of the proposed fascia sign would be out of character with the Conservation Area

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

It is noted that the description of this proposal states that the proposed illuminated sign would be externally illuminated. This proposal involves the proposed installation of an internally illuminated fascia sign.

The application relates to the installation of 1x Halo internally-illuminated sign at the ground floor shop front of 31A East Street, Horsham, RH12 1HH.

The application site is located on East Street close to the junction with Denne Road. The site is located in the designated Horsham Conservation Area and the built-up area of Horsham. The ground floor shop at 31A East Street is currently a barber shop.

Character and Appearance

Policy 14 of the HDPF is the main policy against which proposals for advertisements are considered. It states that advertisements will be permitted where they respect the character of the buildings or location of which they form a part, which would include the use of appropriate materials, colours and illumination. The policy confirms that advertisements should be of an appropriate size and siting and should not impair pedestrian or highway safety, or result in, or compound, the perception of clutter on the street scene.

Policy 14 furthers to require advertisement proposals within Conservation Areas to retain an existing traditional shop front and/or features of architectural or historic interest, through retention or restoration. This will include the use of traditional materials, traditionally painted fascias and hanging signs with muted colours. In some cases, discreet externally illuminated signs may be acceptable. Policy 34 of the HDPF also requires development in Conservation Areas to be consistent with the special character of those areas.

Policy HB7 of the HBBNP requires development with the potential to provide public realm improvements to consider and address those opportunities as part of their scheme. These developments should contribute to improved wayfinding and signage for the town centre provided that

they can be satisfactorily integrated within their surroundings. Advertising signage should, in particular, be in-keeping with the local character.

Policies 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.

Policies HB3 and HB4 of the HBBNP seeks to ensure that developments have high quality of design that respect the local character and integrate with surrounding built forms.

According to the application form, supporting statement and submitted plans of the proposal, the proposed illuminated sign would be situated approximately 2.67 metres above ground level and would be 0.8m high, 4m wide, and 0.3m thick. The illuminated sign would be LED-illuminated and intermittent. Additionally, powder coated aluminium would be used for the sign with the letters comprising of acrylic material, and the proposed brightness would be a maximum of 600cd/m2.

Despite the above information provided in writing, submitted plans and elevations did not provide any information regarding the detailed appearance, design and colour(s) of the proposed illuminated sign. The Application Form does however indicate that the sign would be illuminated to 600 cd/m2.

From the information provided, the sign would appear to consist of a large, protruding 3-dimensioned letters with multi-coloured flashing LED.

The application site is located within the designated Conservation Area of Horsham. This part of the Town Centre is characterised by muted signage and shop fronts, with limited examples of illuminated signage. Where illuminated signage does exist, this is of a low illuminance and externally illuminated. Signage is also of traditional design and character. In contrast, the proposed signage would include conspicuously protruding acrylic letters and multi-coloured halo lights that would illuminate intermittently. Following consultation with the Council's Design and Conservation Officer, such signage is not considered to be appropriate in the context, and is considered to detract from the characteristics and features of the designated Conservation Area. Furthermore, this type of sign is also not considered to have a traditional appearance, which would be harmful to the character of the Conservation Area.

The proposed internally illuminated and intermittent sign is therefore not considered to integrate with the prevailing character of the surrounding built environment, and would be an incongruous addition detrimental to the character of the Horsham Conservation Area.

Conclusion

It is considered that the proposed illuminated sign would be contrary to Policies 14, 32, 33 and 34 of the Horsham District Planning Framework (2015) and Policies HB3, HB4 and HB7 of the Horsham Blueprint Business Neighbourhood Plan 2019-2036.

Recommendation: Application Refused

Reason(s) for Refusal:

1 The proposed fascia sign, would by virtue of its illumination, design, and colour, woul fail to reflect the traditional features and characteristics of the designated Conservation Area, and would result in visual harm to the townscape character and amenity of the locality. The proposal would therefore be contrary to Policies 14, 32, 33 and 34 of the Horsham District Planning Framework (2015) and Policies HB3, HB4 and HB7 of the Horsham Blueprint Business Neighbourhood Plan 2019-2036.

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/25/0218

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

Plan Type	Description	Drawing Number	Received Date
Location plan	Location Plan	none	12.02.2025
Floor plan	Existing Floor Plan	108/03/EFP	20.03.2025
Plans	Proposed Shop Front - Fascia View	108/02/PSF	20.03.2025
Plans	Existing Shop Front - Fascia	108/01/ESF	20.03.2025
Site plan	Existing Site Plan	108/04/ESP	20.03.2025

DELEGATED

Case Officer sign/initial Joshua Lee Date: 13.05.2025

Authorising Officer sign/initial Tamara Dale Date: 14.05.2025