DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0668
1 South Street, Horsham, West Sussex, RH12 1EL

DESCRIPTION:
Installation of 1x non-illuminated projecting hanging sign and 2x externally illuminated fascia sign.

RELEVANT PLANNING HISTORY:

DC/25/0669	Installation of 1x non-illuminated projecting hanging sign and 2x externally illuminated fascia sign. (Listed Building Consent).	Under Consideration
DC/25/0771	Refurbishment and alteration works to internal spaces and to external shopfront. (Listed Building Consent).	Under Consideration
DC/23/2324	Replace damaged roof tiles to match existing and repoint. Maintenance to iron rainwater goods and metal railings on roof. Apply new asphalt to flat roof. Installation of replacement roof light. Repair soffit and fascia boards where required, and sliding sash windows and frames. Repoint brickwork in various locations and apply lime paint to all previously painted surfaces (Listed Building Consent)	Application Permitted on 21.02.2024

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

Horsham District Local Plan (2023-40) (Regulation 19)
Policy 19: Development Quality
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:
None received

Neighbourhood Council:
No Objection

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
1 South Street is situated in a corner position with Middle Street. The building is listed grade 2 and is currently used by Santander Building Society. The application site is located within the designated Horsham Town Conservation Area and adjacent to several Listed Buildings.

This application proposes: -

- The installation of 1x non-illuminated projecting hanging sign (0.6m width, 0.6m height, 0.08m depth) fixed to the corner of the wall of the west (side) and north (front) elevations, to replace an existing projecting hanging sign. Aluminium panel (red) with acrylic logos (white) (powder coated red RAL3020). Base of board 3.8m above ground. Projection from wall 1.4m. Panel fixed directly to existing decorative black metal bracket.

- The installation of 2x externally illuminated fascia signs, one to the west (side) elevation, one to the north (front) elevation, both measuring (3.7m width, 0.3m height, 0.04m depth) to replace existing signage. Base of fascia signs are both 3m above ground. Projection from wall 0.04m. White aluminium fascia panel with red acrylic lettering and logo, externally illuminated by existing light trough above with static illumination at 300 cd/m2.

Legislation

Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors. An excerpt of the regulation is set out below:-

Powers to be exercised in the interests of amenity and public safety
3.—
(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
    (a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—
(a) factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest;
(b) factors relevant to public safety include—
(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Amenity

The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements should be sensitively designed, of an appropriate size and appropriately located. Advertisements should not be detrimental to the visual amenity of the buildings or area by reason of its scale, detail, character, design or illumination; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within the NPPF, the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 34 of the HDPF states that development should reinforce the special character of the district's historic environment through appropriate siting, scale, form and design, including the use of traditional materials and techniques. Development should make a positive contribution to the character and distinctiveness of the area, ensuring that development in conservation areas is consistent with the special character of those areas.

It is considered that the siting and size of the proposed replacement signage, which would reflect the existing arrangement, would not result in any adverse impact to the significance or historic interest of the listed building or its wider Conservation Area setting.

The proposed signage, including the proposed materials, is considered acceptable and would not result in any unacceptable harm to amenity, including to neighbouring amenity.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The nature and siting of the proposed signage would not create any visual or physical obstacle for pedestrians and vehicle users, and no sightlines or clearances would be affected. The proposal would not have any adverse impact on public safety.

Conclusion:

It is considered that the signage would not have any adverse impact on amenity or public safety and is also considered to accord with Policies 14, 25, 26, 32, 33 and 34 of the HDPF.

Recommendation: Application Permitted

Conditions:

2 **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.

3 **Advert Condition:** The intensity of illumination of the proposed sign shall not exceed 300cd/m2.

Reason: In the interests of public amenity and highway safety.

Plans list for: DC/25/0668
(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
Details plan	Proposed External Hanging	HorshamSS-0147-DE-HS-PR	23.04.2025
Elevation & Floor plan	Existing	HorshamSS-0147-FR-SI-EL-EX-PL	23.04.2025
Elevation & Floor plan	Proposed	HorshamSS-0147-FR-SI-EL-PR-PL	23.04.2025

Location plan		HorshamSS-0147-LP-EX	23.04.2025
Block plan	Existing and Proposed	HorshamSS-0147-BP-EX-PR	23.04.2025
Details plan	Proposed External Fascia Signage	HorshamSS-0147-DE-FS-PR	23.04.2025
Photos		NONE	23.04.2025

DELEGATED

Case Officer sign/initial Steve Astles Date: 06.06.2025

Authorising Officer sign/initial Guy Everest Date: 18.06.2025