Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/0682
47 Carfax, Horsham, West Sussex, RH12 1FD

DESCRIPTION:

Installation of 1x illuminated Fascia sign, 2x illuminated wall mounted projecting signs, 2x illuminated ATM surrounds and 1x non-illuminated Nameplate

RELEVANT PLANNING HISTORY:

DC/20/1666	Removal of 1No. ATM and reinstatement of stonework.	Application Permitted on 13.01.2021
DC/20/1955	Erection of 1x non-illuminated acrylic sign to cover redundant ATM.	Application Refused on 03.12.2020
DC/15/1117	Erection of 1 x internally illuminated fascia sign and 2 x non-illuminated projecting signs and other associated advertisement signs (amended description)	Application Permitted on 10.08.2015
DC/15/1116	External alterations to the building to include external cladding, the installation of an automated teller machine (ATM) and the removal and installation of new windows beside the main entrance to the building (Affects the setting of a Listed Building)	Application Permitted on 10.08.2015
DC/14/1952	New Signage	Application Permitted on 03.11.2014
DC/11/1498	Change of use of second floor office space to recreational (D2) to allow Horsham Snooker Club to relocate	Application Permitted on 16.09.2011

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:

Horsham District Council's Conservation Officer offered advice on the application.

Within the conservation area there is an expectation that signage should be designed as an integral part of the shopfront with the use of traditional materials such as hand painted timber. Where appropriate hanging signs should be handpainted with decorative brackets. Any lighting should be discreet and proportionate to the opening hours of the business.

It is noted however that the proposed signage is similar to that already approved and the north east elevation in particular has a modern aesthetic. It would therefore be my view that in the context of the existing building the signage would have a neutral impact on the character of the conservation area. Although there would be a preference for traditional materials it would not be considered that the proposals would result in additional harm to the settings of the war memorial or band stand.

Parish Comments: No objection

If the Conservation Officer has no concerns, Horsham Denne has no objection to this application.

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

This application is for the Installation of 1x illuminated Fascia sign, 2x illuminated wall mounted projecting signs, 2x illuminated ATM surrounds and 1x non-illuminated Nameplate at Natwest, 47 Carfax, Horsham, West Sussex.

Character and Appearance + Heritage Impacts

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 34 of the HDPF seeks to conserve, sustain and protect the cultural and 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. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

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.

The application site lies sits within the Carfax area of Horsham Town Centre and consists of a mixture of commercial premises which differ in terms of use classes. As well as the varying uses, the surrounding area consists of a mixture of shop fronts which are varied in terms of styles and colouring and illuminated signage. The area is also within the Horsham Conservation Area

The proposed works look to update the branding of Natwest with new signage. A new internally illuminated fascia board is proposed after the previous was badly damaged which is similar to the existing arrangement. The main fascia is purple with the Natwest text in white and logo in red. Two new internally illuminated projecting signs are proposed with one to north east and one to the south east. These look to be positioned where the existing projecting signs are positioned and again match the colour scheme of the fascia sign being a red logo on a purple background. Two ATM signs are also updated and are internally illuminated. These again are finished in the same Natwest colours. Lastly, a non-illuminated nameplate is installed where the existing ‘welcome’ sign is positioned. This is considered acceptable and not to dissimilar for the previous.

The illuminated parts of the signage are to be static and no brighter than 250cd/m^2 in order for the signage to be reflective of other business operating with the Carfax area. Though Conservation have highlighted that the proposal is modern it is considered similar to the existing advertising arrangement on the building and similar to other banks located within the Carfax that have recently updated their advertisements (see DC/23/1866 (Nationwide). It is therefore considered that there would not be a harm to Conservation area as the works are similar to the existing building and area.

The proposed Installation of 1x illuminated Fascia sign, 2x illuminated wall mounted projecting signs, 2x illuminated ATM surrounds and 1x non-illuminated Nameplate, given the existing and prevailing street scene, would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 32, 33 & 34.

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 approved signs shall not exceed 250cd/m^2 and shall be of static illumination only.

Reason: In the interests of the visual amenities of the locality.

4 **Advert Condition**: The sign(s) hereby permitted shall only be illuminated during the hours of business use of the premises.

Reason: In the interests of the visual amenities of the locality.

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/24/0682
(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
Location plan		NONE	01.05.2024
Block plan		NONE	14.05.2024

Elevation plan	Proposed Signage North East Elevation	3207-002 Rev (2)	02.09.2024
Elevation plan	Proposed Signage South East Elevation	3206-001 Rev (3)	02.09.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 04/09/2024

Authorising Officer sign/initial TDale Date: 09/09/2024