Horsham District Council

# DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/23/1932
2 Worthing Road, Horsham, West Sussex,

DESCRIPTION:

Installation of 4No. internally illuminated fascia signs

RELEVANT PLANNING HISTORY:

| | | |
|---|---|---|
| DC/23/1931 | Replace the main entrance doors, installation of 4No. internally illuminated fascia signs to the exterior, and installation of AC condensers to external rear wall. | Pending Decision |
| DC/14/1873 | Removal and replacement of shop front, new facade treatment and front extension at ground and first floor level to the former McDonalds and Rag Doll units, 2 Worthing Road and 1-3 Bishopric, Horsham | Application Permitted on 02.12.2014 |
| DC/14/1872 | Removal and replacement of a shop front to the former McDonalds and Rag Doll Units, 2 Worthing Road and 1-3 Bishopric at ground floor level | Application Permitted on 02.12.2014 |
| DC/11/0051 | Installation of 1 No. wall sign for Argos (above McDonalds Restaurant) | Application Refused on 20.04.2011 |
| DC/13/2126 | Part demolition and redevelopment of Bishops Weald House, Albion Way including change of use of part of ground and first floor to provide A1/A2/A3/A5 uses, D2 and C3 uses comprising 53 apartments, and demolition and redevelopment of part of Lifestyle Ford site, Bishopric to provide 17 residential units (Development affects the setting of a Listed Building) | Application Permitted on 15.01.2015 |

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 (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

Parish Comments:

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

This application is for the Installation of 4No. internally illuminated fascia signs at 2 Worthing Road, Horsham, West Sussex. The application site is within the town centre of Horsham. It is primarily identified as a commercial / retail area and has undergone remodelling under DC/13/2126.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

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 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 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.

The proposed development is for installation of 4No. internally illuminated fascia signs at 2 Worthing Road, Horsham. All signs are internally illuminated and are of the 'Specsavers' logo, in RAL 6029 Mint Green and white. The signs on the entrance block are at a height of 3.4m (both front and side elevation). The remaining signs are at 2.4m. All signs have an illuminance value is 300cd/m2. This is considered to be of a satisfactory luminance value.

Though there are multiple signs for the same unit, it is considered that the unit is large and that the proposed would not have an overbearing or be disproportionate to the context of the existing building. When considered cumulatively, the number of signs across the building in its totality are not considered to be detrimental to the character and visual amenity of the building.

The proposed 4No. internally illuminated fascia signs, 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 Illumination (amenity):** The intensity of illumination of the proposed signage shall not exceed 300 cd/m2 and shall only be illuminated during the hours of business use of the premises.

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

4 **Non-intermittent Illumination (amenity):** The illumination of the proposed signage shall be of a non-intermittent type.

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.

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**Plans list for: DC/23/1932**
(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 & Block plan | Location & Site Plan Drawings | 260/107 | 19.10.2023 |
| Elevation plan | Proposed Elevation Drawing | 260/105 | 02.11.2023 |
| Elevation plan | Proposed Side Elevation Drawing | 260/106 | 02.11.2023 |
| Floor plan | Ground Floor Proposed Layouts | 260/112 Rev H | 19.10.2023 |
| Floor plan | First Floor Proposed Layouts | 260/113 Rev H | 19.10.2023 |

**DELEGATED**

Case Officer sign/initial J.Burrowes Date: 09/04/2024

Authorising Officer sign/initial TDale Date: 18/04/2024