

Heritage Statement – Advertisement Consent

Application: Advertisement Consent

Site: Vodafone, 56 West Street, Horsham, RH12 1PL

1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent for the replacement of sign panels to an existing projecting sign at Vodafone, 56 West Street, Horsham. The proposal retains the existing sign structure, dimensions, fixing points and position, with the works limited solely to the replacement of sign faces. The proposal therefore represents a minor and low-impact form of development.

2. Site and Heritage Context

The application site is located on West Street within Horsham town centre and lies within the Horsham Conservation Area. West Street forms part of the historic commercial core of the town and is characterised by a mix of traditional and modern shopfronts that collectively contribute to the character and appearance of the Conservation Area. The host building is not statutorily listed.

3. Description of the Proposal

The proposal comprises the replacement of panels within an existing projecting sign. The sign will retain its existing dimensions of 550mm x 550mm, along with its current position, projection and method of fixing on the building façade. No new fixings, structural alterations or changes to illumination are proposed, and the works relate solely to panel replacement.

4. Heritage Impact Assessment

The proposed works will result in no harm to the character or appearance of the Horsham Conservation Area. By retaining the existing sign structure and limiting the scope of works to like-for-like panel replacement only, there will be no impact on historic fabric or architectural detailing. The signage remains appropriate in scale, siting and appearance within the established streetscape of West Street.

5. Listed Building and Consent Considerations

The host property is not a listed building. The proposed works comprise a minor and reversible alteration to existing signage only. The sign's size, position, projection and fixing method remain unchanged, and no historic fabric will be removed, altered or obscured. Listed Building Consent is therefore not required.

6. Policy and Guidance

The proposal has been assessed in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 and relevant local planning policy. Local guidance supports restrained and well-designed signage within Conservation Areas, particularly where proposals involve the replacement of existing signage. The proposal accords with local and national heritage policy.

7. Conclusion

The replacement of the existing projecting sign panels represents a modest, sympathetic and reversible form of development. The proposal preserves the character and appearance of the Horsham Conservation Area and is considered acceptable in heritage and planning terms.

Appendix – Referenced Drawings

- Sheet 1 of 4 – Block Plan (Drawing No. 30968_1-BB-R00)
- Sheet 2 of 4 – Location Plan (Drawing No. 30968_1-BB-R00)
- Sheet 3 of 4 – Existing Elevation (Drawing No. 30968_1-BB-R00)
- Sheet 4 of 4 – Proposed Elevation – Replacement Panels Only (Drawing No. 30968_1-BB-R00)