HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	47 Carfax, Horsham
DESCRIPTION:	Installation of 1x illuminated Fascia sign, 2x illuminated wall mounted projecting signs, 2x illuminated ATM surrounds, 1x non-illuminated Nameplate, and 1x non-illuminated temporary ACM sign
REFERENCE:	DC/24/0682
RECOMMENDATION:	Advice ~~/ No Objection / Objection / More Information / Modification / Refusal~~
SUMMARY OF COMMENTS & RECOMMENDATION: See below	
MAIN COMMENTS: 47 Carfax is located within the Horsham Town Centre Conservation Area, and forms part of the settings of the grade 2 listed bandstand and war memorial. 47 Carfax is currently utilised by Natwest Bank, and its signage following poor weather has failed and needs to be replaced. 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.	
ANY RECOMMENDED CONDITIONS:	
NAME:	Nicola Mason
DEPARTMENT:	Strategic Planning
DATE:	16.07.2024