DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0628
The Capitol, North Street, Horsham, West Sussex, RH12 1RG

DESCRIPTION:

Erection of 2 no Digital totem screens to front of theatre.

RELEVANT PLANNING HISTORY:

None

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

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: No Objection

The building has been identified as a locally listed building and is close to the boundary of the Park Terrace Gardens Conservation Area.

It would be suggested that advertisements linked to the building's event offering would not be unexpected in this location and would be viewed in the context of the existing glazed extension. It would therefore be considered that the proposal would not result in harm to the appreciation of the locally listed building.

Neighbourhood Council Comments:

No objection to the proposed totem screens but as there are residential apartments on both sides of the Capitol considers there should be restrictions on the hours of illumination.

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

Policy 14 of the Horsham District Planning Framework (HDPF) seeks to ensure that advertisements are 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 paragraph 141 of 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 Horsham Development Framework aims to sustain and enhance the historic environment through positive management of development affecting heritage assets. By reassuring development preserve and ensure clear legibility of, locally distinctive vernacular building forms and their settings, features, fabric and materials. The development in conservation area should be consistent with the special character of those areas.

Policy HB3 of the Horsham Blueprint Business Neighbourhood Plan states that development is expected to preserve and enhance the Character Area in which it is located. The design of new development should take account of the local context and reflect the character and vernacular of the area, using architectural variety in form and materials, in order to avoid building design that is inappropriate to the Plan area. Innovation in design will be supported, however, where this demonstrably enhances the quality of the built form in a character area.

Following consultation with the Council's Design and Conservation Officer, it is noted that the building has been identified as a locally listed building and is close to the boundary of the Park Terrace Gardens Conservation Area. It is judged that the advertisements linked to the building's event offering would not be unexpected in this location and would be viewed in the context of the existing glazed extension. It is therefore considered that the proposal would not result in harm to the appreciation of the locally listed building.

The proposal would be of a size and proportion to not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety, in accordance with the above Policies.

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 sign(s) hereby permitted shall only be illuminated during the hours of business use of the premises.

Reason: In the interests of amenity.

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/25/0628
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location & Site plan	Location and Site Plan	CAP / 501	11.06.2025
Supporting Docs	65" Outdoor Freestanding Digital Posters	NONE	11.06.2025

DELEGATED

Case Officer sign/initial Halima Chowdhury Date: 05.08.2025

Authorising Officer sign/initial Tamara Dale Date: 18.08.2025