



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/2109

45 West Street, Horsham, West Sussex, RH12 1PP

DESCRIPTION:

Installation of 1x internally illuminated halo fascia signage and 1x externally illuminated projecting sign.

RELEVANT PLANNING HISTORY:

DC/22/1921

Installation of 1x non-illuminated Fascia sign and 1x non-illuminated projecting sign.

Application Permitted on
22.12.2022

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 2019-2036:

Policy HB3: Character of Development

Policy HB4: Design of Development

Horsham District Local Plan (2023-40) (Regulation 19):

Policy 19: Development Quality

Policy 20: Development Principles

Policy 21: Heritage Assets and Managing Change within the Historic Environment

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

Neighbourhood Council Comments:

No objection but requests the hours of illumination are restricted by a condition given the current climate and energy crisis.

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

Paragraph 141 of the NPPF states, that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 14(1) of the Horsham District Planning Framework states that applications for new, replacement and temporary shop fronts, including fascias, will be supported where the proposal respects the architectural style, character and form of the buildings or location of which they form a part, including appropriate use of materials, colours and illuminations.

Policy HB3, Character of Development, 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".

Policy HB4, Design of Development, of the Horsham Blueprint Business Neighbourhood Plan states that – "Development is expected to demonstrate a high quality of design, which responds and integrates well with its surroundings".

The Horsham Town Design Statement states that advertising should be restricted to commercial areas and buildings and should respect the context and location. Consideration should be given to designs which relate to the style of the building and illuminated signage should be kept as low as practicable.

The application seeks Advertisement Consent for the Installation of 1x internally illuminated halo fascia signage and 1x externally illuminated projecting sign, within the Horsham Conservation Area. The site is located in a mixed use location where the presence of signage would not be inappropriate. The proposed signage would sit in proportion with the existing building, and is of a number, size, and appearance that would reflect the host building and the wider surrounds.

45 West Street is located outside but in close proximity to the Horsham Town Centre Conservation Area, and opposite the grade 2 listed buildings of 21,21A and 22 West Street. Although the preference would be for the use of traditional materials within the setting of the conservation area with handpainted timber signage, it is recognised that the proposal replaces an existing aluminium fascia. The signage would be viewed within the wider streetscene and is of a more discrete design than the existing. As such, there would be no adverse impacts on the setting of surrounding heritage assets.

The nature and intensity of the illumination would not be inappropriate in this location and would not have any adverse impacts on amenity.

The signage would not project over the public highway at a height which would cause a hazard or obscure any highway related signage. There would be no adverse impacts on public safety.

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 illumination of the proposed sign shall be of a non-intermittent type.

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 amenity.

Plans list for: DC/25/2109

(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 and Block	J002630_A0_00	17.12.2025
Location plan	Location	NONE	17.12.2025
Elevation plan	Existing Elevations	J002630_A1_02	17.12.2025
Elevation plan	Proposed Elevation	J002630_A4_00 REV C	17.12.2025
Supporting Statement	Lighting Statement		05.01.2026
Photos	Photos		17.12.2025

DELEGATED

Case Officer sign/initial Marie Riggs Date: 27.02.2026

Authorising Officer sign/initial Guy Everest Date: 02.03.2026