



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0738
56 West Street, Horsham, West Sussex, RH12 1PL

DESCRIPTION:

Replacement of 1 nos externally illuminated sign.

RELEVANT PLANNING HISTORY:

DC/15/0781	Retention of two 'digital flanks' adverts with timber boxing, acrylic panels and intergrated LCD screens within 1m of shopfront	Application Permitted on 09.06.2015
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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 Forum

Policy HB3: Character of Development
Policy HB4: Design 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:

Conservation Officer: Comment

The proposal seeks to replace the existing hanging sign with a new sign of similar size but a different design. Although hanging signs within conservation areas would normally be expected to use traditional materials and reflect local character, the replacement sign would not introduce any additional harm to the conservation area or further affect the setting or appreciation of the listed building, as it replaces an existing sign.

Horsham Town Council: 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

The National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity as well as public safety, taking account of cumulative impacts.

Amenity

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements should be 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.

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 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.

Policy HB4 continues that development is expected to demonstrate a high quality of design, which responds and integrate well with its surroundings.

The proposed hanging sign would replace an existing sign in a similar position and at a comparable scale. Following consultation with the Council's Conservation Officer, whilst it would usually be expected that traditional materials be used within the Conservation Area, the proposed signage would not introduce any additional harm to the Conservation Area, or further affect the setting or appreciation of the Listed Building. The proposal is therefore considered acceptable in terms of amenity, in accordance with the above policies.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The proposed hanging sign would replace an existing sign and would not obstruct the public highway, pedestrian routes, or any traffic signage. The proposal does not include any additional illumination, with the existing downlights to be retained. The proposal would not result in adverse impact on highway users or pedestrians. It is therefore considered that the proposal would not adversely affect public safety.

Conclusion

It is considered that the proposed sign would not result in unacceptable harm to amenity or public safety and is therefore considered acceptable under the provisions of the Advertisement Regulations.

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/26/0738

(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
Block plan	Block Plan	30968_1-BB REVISION R00	08.05.2026
Location plan	Location Plan	30968_1-BB REVISION R00	08.05.2026

