DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/24/1174
57 West Street, Horsham, West Sussex, RH12 1PL

DESCRIPTION:

Installation of 1x internally illuminated fascia sign, 1x non-illuminated projecting sign and signage to front of awning.

RELEVANT PLANNING HISTORY:

DC/24/1016	Installation of external flue and extraction equipment to rear of premises along with rationalisation/replacement of air conditioning units, new rooflights and replacement shop front.	Application Permitted on 29.08.2024

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 (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
Policy HB7 - A Welcoming Public Realm
AIM2 - Conserving Heritage Assets

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:

Horsham District Council: Conservation:

No Objection

Parish Comments:

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

This application is for the Installation of 1x internally illuminated fascia sign, 1x non-illuminated projecting sign and signage to front of awning at 57 West Street, Horsham, West Sussex. 57 West Street is currently a vacant retail unit, located on West Street, the main retail high street of Horsham Town Centre. The site is located within the Horsham Conservation Area. There is no overriding design to West Street with an eclectic mix of design, colour and illuminated signage on display.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

Policy 14 of the HDPF illustrates that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 34 of the HDPF seeks to conserve, sustain and protect the cultural and heritage assets that are within the district. It ensures that development within conservation areas is consistent with the special character of buildings and areas of which they are located within. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals should seek to:

- Reinforce the concept of legible “character areas” / “quarters” with distinct identities, as described in the Town Centre Vision;

- Within the Plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials.

AIM2 of the HBBNP is to protect and conserve the historical interest and character of Horsham. Horsham has many buildings of historic interest and conservation areas which purpose is to protect buildings from being harmed by development that is not in character to the area.

The proposed development is for the installation of 1x internally illuminated fascia sign, 1x non-illuminated projecting sign and signage to front of awning at 57 West Street, Horsham. The internally illuminated fascia signage consists of a 'halo illumination' to advertise 'Trading Post Coffee Roasters'. This will be positioned centrally above the door and span the shop front. The shop front is finished in a dark grey colour with the fascia sign. This sign is to be rated at an illumination value of 500cd/m^2.

A projecting sign is positioned to the right hand side of the shop front. This is approximately 600mm x 700mm and projects a total of 650mm from the face of the shop. This has the 'Trading Post Coffee Roasters' logo on dark grey background which compliments the dark grey shop front. This is to be illuminated at a value of 77.38cd/m^2.

A grey awning advertisement is also proposed that spans the shop front. This again is in a dark grey colour with 'Trading Post Coffee Roasters' offset on the right hand side of the valance. This is considered quite usual with several instances of coffee shops on West Street with awnings and outdoor furniture.

The proposal is considered to be of a design, form and scale which is appropriate to the character and appearance of the existing building, and which would not harm the character or visual amenity of the wider area. Following consultation with the HDC Conservation Officer, there is not considered to be any heritage impacts. It is therefore considered that the visual impact of the proposal is acceptable and would accord 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 Illumination (amenity)**: The intensity of illumination of the proposed fascia signage shall not exceed 500 cd/m2 for the fascia signage and 80 cdm/m2 for the projecting signage and shall only be illuminated during the hours of business use of the premises.

Reason: In the interests of the visual amenities of the locality.

4 **Non-intermittent Illumination (amenity)**: The illumination of the proposed signage shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality.

5 **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/24/1174
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Elevation & Floor plan	Proposed Shop Front Elevations and Plan	24017-P-130 B	01.08.2024
Location & Block plan	Site Location and Block Plan	24017-P-001P A	01.08.2024
Elevation & Floor plan	Existing Shopfront Plans and Elevations	24017-P-012P A	01.08.2024

DELEGATED

Case Officer sign/initial JBurrowes Date: 09/10/2024

Authorising Officer sign/initial TDale Date: 14/10/2024