



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0497
30 West Street, Horsham, West Sussex, RH12 1PB

DESCRIPTION:

Installation of 1no. internally illuminated fascia sign (letters only) and 1no. internally illuminated double sided projecting sign.

RELEVANT PLANNING HISTORY:

DC/22/2135	Formation of one flat above the existing ground floor retail use fronting West Street and the construction of 9 flats on four floors above a retained ground floor (following demolition of existing floors) fronting Blackhorse Way.	Application Refused on 30.06.2023
DC/25/1391	External alterations including installation of new windows and doors and alterations to existing windows and doors at ground, first and second floors.	Application Permitted on 23.10.2025
DC/26/0141	Construction of first floor courtyard, installation of new windows and doors, associated external alterations, and rendering of the rear elevation.	Application Permitted on 25.03.2026
DC/26/0146	Prior approval for the part change of use of the ground floor and change of use of the first and second floor retail space (Class E(a)) to 8no. residential dwellings (Class C3).	Prior Approval Required and PERMITTED on 25.03.2026

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 2019-2026.

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:

HDC Conservation Officer: Raised concerns that the submitted elevation did not accurately reflect the existing building, and that the proposed continuous fascia and large signage would appear incongruous and overly dominant within the street scene. A preference was expressed for more proportionate, individually mounted lettering in line with neighbouring signage.

Amended plans were subsequently received addressing these concerns, and the Conservation Officer has confirmed they are satisfied with the revised scheme.

Neighbourhood Council Comments:

Horsham Denne NC objects to the large white fascia with illuminated letters which consider will dominate the street scene. Do not consider the illumination is necessary but if permitted it should only be turned on during business hours and not for 24 hours, as there will be residences above.

Following amended plans, Horsham Denne NC withdraws its objection but is disappointed that the application was submitted retrospectively.

Representations:

One representation was received, objecting to the application on the following grounds:

- The proposed illumination is unnecessary given the size of the signage and would be out of keeping with, and detrimental to, the street scene.

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

Amenity

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.

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.

As part of the application process amended plans have been received which replace the originally proposed internally illuminated signage with lettering which would be illuminated by means of trough

lighting. These amendments were submitted in response to concerns raised during the application consultation.

It is considered that the amended scheme would be appropriate to the host building and wider surrounding area, which is a commercial area partly characterised by commercial advertisements of the type now proposed by this application. The signage would be well contained within the existing fascia band with the illumination of an intensity, type and orientation which would not be expected to adversely impact on amenity. The siting of the advertisements would have no adverse impact on the setting of surrounding heritage assets.

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 advertisement would not obstruct any highway or related signage and no adverse impacts on public safety have been identified. No new illumination is proposed, with the existing downlights sought to be used. These measure to an illuminance level of 200cd/m which is considered appropriate to the location. It is therefore considered that the proposal would not adversely impact on public safety.

Conclusion

It is recommended that advertisement consent be granted subject to conditions as set out below.

Recommendation: Application Permitted

- 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 intensity of illumination of the proposed sign shall not exceed 200cd/m.

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/26/0497

(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/Block Plan	AMP26 9120-001	23.03.2026
Location & Block plan	Location/Block Plan	AMP26 9120-400 PL REVISION B	23.03.2026
Elevation plan	Proposed Shopfront Elevation	AMP26 9120-401 PL REVISION E	07.05.2026
Details plan	Proposed Signage Detail	AMP26 9120-402 PL REVISION D	07.05.2026
Elevation plan	Existing Front Elevation & Photographs	AMP26 9120-403 PL REVISION C	07.05.2026

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 01/06/2026

Authorising Officer sign/initial Guy Everest Date: 10.06.2026