Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0582
Collingwood Batchellor , Bishopric, Horsham, West Sussex, RH12 1QN

DESCRIPTION:

Replacement sign to front elevation with halo illumination.

RELEVANT PLANNING HISTORY:

DC/25/0580	Alterations to fenestration and installation of new external cladding.	Application Permitted on 01.07.2025
DC/25/0581	Replacement signage to front elevation.	Application Permitted on 01.07.2025

DESCRIPTION OF THE SITE

The application site relates to a relatively modern, two storey retail premises (for the sale of home furnishings) located on the Bishopric/Guildford Road (A281) immediately to the west of Horsham's town centre and is located within the built-up area of Horsham.

The site is located on the corner of Rushams Road; a residential street comprised of semi-detached and detached residential properties. The application property has seen a number of additions over the years, the most recent of which is described above. The single storey extension to the rear (north) of the property is constructed of metal cladding (painted white to match the existing building) whilst the front elevation is heavily glazed and of a modern appearance. There has however been a recent approval for alterations to the materials and fenestration under DC/25/0580.

Neighbouring properties along the Bishopric have various uses that include residential, retail, cafés and hot food takeaways. Collingwood Batchellor has occupied the premises since 2002.

DESCRIPTION OF THE APPLICATION

The application seeks Advertisement Consent for the replacement of sign to the front elevation with halo illumination.

RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):
Policy 12 - Strategic Policy: Vitality and Viability of Existing Retail Centres
Policy 13 - Town Centre Uses
Policy 14 - Shop Fronts and Advertisements
Policy 32 - Strategic Policy: The Quality of New Development
Policy 33 - Development Principles

Horsham Blueprint Business Neighbourhood Plan 2019-2036
Policy HB3: Character of Development
Policy HB4: Design of Development

Paragraph 33 of the NPPF requires that all development plans complete their reviews no later than 5 years from their adoption. Horsham District Council is currently in the process of reviewing its development plan however at this stage the emerging policies carry only limited weight in decision making. As the HDPF is now over 5 years old, the most important policies for the determination of this application must be considered as to whether they are 'out of date' (NPPF paragraph 11d). This includes, for applications involving the provision of housing, whether the Council can demonstrate a five year supply of deliverable housing sites (NPPF footnote 8).

The Council is currently unable to demonstrate a five year supply of deliverable housing sites, with the supply currently calculated as being 2.9 years. The presumption in favour of development within Paragraph 11d) of the NPPF therefore applies in the consideration of all applications for housing development within the District (unless footnote 7 or Paragraph 14 applies to relevant applications), with Policies 2, 4, 15 and 26 now carrying only moderate weight in decision making.

All other policies within the HDPF as itemised above have been assessed against the NPPF and are considered to be consistent such that they continue to attract significant weight in decision making.

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

Horsham Trafalgar Neighbourhood 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 application has been assessed on the basis of the submitted details, together with the planning history of the site and adjoining properties, available images and photographs supplied by the agent. These details were considered sufficient to allow the application to be properly considered and determined.

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 application seeks Advertisement Consent for the replacement sign to front elevation with halo illumination. The proposed sign would comprise descaled aluminium built up 3D letters, powder coated stain white, clear acrylic back trays on locators and halo lit illumination,

The site is located in a mixed use location where the presence of signage would not be inappropriate. The colour scheme and finish is considered to be appropriate to the immediate surroundings and appropriately contained within the existing shopfront. The impact of the signage on the visual amenities of the locality is therefore considered acceptable. The siting and nature of the proposed signs would not be expected to have any impact on neighbouring amenity or public safety, with the proposal therefore considered acceptable in these regards.

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 intensity of illumination of the proposed sign shall not exceed 3.7cm/m2

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

4 **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.

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/25/0582
(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	BP_S	07.04.2025
Elevation plan	Existing Elevations	E01_S	07.04.2025
Elevation plan	Proposed Elevations	P01_S	07.04.2025
Location plan	Site Location Plan	SLP_S	07.04.2025
Details plan	Sign Details	NONE	07.04.2025
Elevation plan	Existing and Proposed Elevations	EP01	16.06.2025

DELEGATED

Case Officer sign/initial Marie Riggs Date: 04.08.2025

Authorising Officer sign/initial Tamara Dale Date: 11.08.2025