DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0130
2 Carfax, Horsham, West Sussex, RH12 1DN

DESCRIPTION:

Installation of 2x non illuminated individual letter name plate signs with Barclays logo, 2x non illuminated projecting signs, and 1x internally illuminated ATM surround panels. (Advertisement Application).

RELEVANT PLANNING HISTORY:

DC/26/0129	Refurbishment to existing Barclays Bank including internal and external works. (Full Application).	Pending Consideration
DC/25/0682	Installation of replacement ATM and surround.	Application Permitted on 25.07.2025
DC/25/1178	Installation of 1x non-illuminated nameplate sign to replace the existing.	Application Permitted on 10.11.2025

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

Parish Design Statement:
None

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: No Objection

Parish Comments:

Horsham Denne 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

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. In addition, as stated within paragraph 141 of the NPPF, "the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

Policy 34 of the Horsham Development Framework aims to sustain and enhance the historic environment through positive management of development affecting heritage assets. By reassuring development preserve and ensure clear legibility of, locally distinctive vernacular building forms and their settings, features, fabric and materials. The development in conservation area should be consistent with the special character of those areas.

The proposal seeks advertisement consent for the installation of 2 x non illuminated individual letter name plate signs with Barclays logo, 2 x non illuminated projecting signs and 1 x internally illuminated ATM surround panels.

There would always be preference for proposed signage in the conservation area to be of a traditional form with, where required, sensitive lighting. Signage should be designed as an integral part of the shopfront with the use of traditional materials such as hand painted timber. Where appropriate, hanging signs should be hand painted with decorative brackets. Any lighting should be discreet and proportionate to the opening hours of the business.

Following consultation with the Design and Conservation Officer, it is acknowledged that the proposed signage is similar to that already approved. It would therefore be viewed in the context of the existing building, and the signage would have a neutral impact on the character of the conservation area and locally listed building. Although there would be a preference for traditional materials it would not be considered that the proposal would result in additional harm to the conservation area or the setting of the listed buildings in the wider vicinity.

For the above reasons it is considered that the proposed signage would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety, in accordance with Policies 14 and 34.

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.

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/26/0130
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Floor plan	Ground Floor Layout As Proposed	RMWBS10200_012 Revision F	27.01.2026
Details plan	Branch Exterior: Shopfront External Device (ATM) Surrounds	NONE	27.01.2026
Details plan	Hanging Sign Details	NONE	27.01.2026
Details plan	A2 Standard Letter Signage Details	NONE	27.01.2026
Location plan	Location Plan	NONE	27.01.2026
Elevation plan	Front Elevation As Fixed	D0558-012_300	27.01.2026
Elevation plan	Side Elevation As Fixed	D0558-012_301	27.01.2026
Elevation plan	Front Elevation As Proposed	RMWBS10200_031 Revision C	27.01.2026
Elevation plan	Side Elevation As Proposed	RMWBS10200_032 Revision C	27.01.2026
Elevation plan	Rear Elevation As Existing	RMWBS10200_003	27.01.2026
Elevation plan	Rear Elevation As Proposed	RMWBS10200_03	27.01.2026

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Floor plan	Ground Floor Layout As Existing	VB0200_002 Revision F	27.01.2026
Details plan	Projecting Sign Standard Detail 1	RMWBS10148_D01	27.01.2026
Block plan	Block Plan	RMWBS10200_000	10.02.2026

DELEGATED

Case Officer sign/initial Halima Chowdhury Date: 31.03.2026

Authorising Officer sign/initial Tamara Dale Date: 07.04.2026