



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/2101

3-3A, East Street, Horsham, West Sussex, RH12 1HH

DESCRIPTION:

Installation of Printed window graphics

RELEVANT PLANNING HISTORY:

DC/24/1420	Installation of 10x non-illuminated digitally printed and frosted window graphics (Retrospective).	Application 29.01.2025	Refused	on
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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

Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan 2019-2036:

Policy HB3: Character of Development

Policy HB4: Design of Development

Parish Design Statement:

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 Design and Conservation: No objection

Neighbourhood Council 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

The application has been assessed on the basis of a site visit and 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.

Paragraph 141 of the NPPF states, that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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.

The site is located within the Horsham Conservation Area. 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.

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 signage would be sited in place of the existing, which (save for the recessed entrance to the building) covers the entirety of the shop's frontage, with graphics and imagery that covers the whole of each pane. The existing design was refused under application DC/24/1420, in which it was noted that *'The expanse of the adverts is also considered to be detrimental to the visual flow of the street scene, actively harming the street scene, where it would be considered that the proposal is akin to a boarded-up shop front'*.

The proposed signage maintains the extent of the covering of each pane as existing, though without the stock imagery. Though the extensive covering would not provide for an active frontage on the street, especially when compared to other shopfronts, the resultant appearance is considered (on balance) an improvement over and above the existing arrangement. Furthermore, the Council's Conservation Officer previously objected to the proposal (under DC/24/1420), and by contrast, have stated that the revised proposal is 'acceptable'.

Though the film advertisement would still create a degree of inactivity on the frontage, it is considered acceptable given the nature of the related use and the need for privacy within certain parts of the building. With the above in mind, on balance, the proposed advertisements are considered acceptable.

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/25/2101

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Supporting Statement	Heritage	34815	07.01.2026
Location plan		NONE	16.12.2025
Block plan		TQRQM24260110 856008	16.12.2025
Elevation plan	Proposed	NONE	16.12.2025
Elevation plan	Stud Wall	NONE	16.12.2025
Photos	x 2	NONE	16.12.2025
Elevation plan	Existing	NONE	05.01.2026

DELEGATED

Case Officer sign/initial Marie Riggs Date: 25.02.2026

Authorising Officer sign/initial RHERMITAGE Date: 04.03.2026