DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0082
Springfield House , Springfield Road, Horsham, West Sussex, RH12 2RG

DESCRIPTION:
Erection of a permanent outdoor non-illuminated free standing sign to the front (Retrospective).

RELEVANT PLANNING HISTORY:

DC/21/2277	Construction of a new accessible ramp and external step lift platform to the front entrance.	Application Permitted on 30.11.2021
DC/18/2422	Creation of an accessible ramp to the front entrance and alterations to the existing entrance steps.	Application Permitted on 04.01.2019
DC/08/0739	Change of use from B1 Offices to C1 Hotel with associated parking	Withdrawn Application on 11.06.2010
DC/05/0655	1 fascia sign	Application Permitted on 13.05.2005

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):
Policy HB7 - A Welcoming Public Realm

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

Parish Comments:
Horsham Denne Parish Council commented no objection on 05/02/2024.

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 erection of a permanent outdoor non-illuminated free standing sign to the front (Retrospective) at Springfield House, Springfield Road, Horsham, West Sussex, RH12 2RG. Springfield House is an office block development situated on the entrance of Springfield Road.

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 HB7 of the HBBNP requires that development proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. Policy HB7 (D) requires “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”.

The proposed development is for erection of a permanent outdoor non-illuminated free standing sign to the front (Retrospective) at Springfield House. The advertisement is a sign positioned outside of Springfield House and is considered to be appropriate in terms of material choice, dimensions (3m x 1.2m) and positioning. The advert itself advertises companies within Springfield House and is a glossy finish with no illumination either internal or external.

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 appearance of the wider area. 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.

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/24/0082
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Supporting Statement	Signs	NONE	16.01.2024
Location & Block plan		56501000	16.01.2024
Details plan		2000 (P/2)	16.01.2024

DELEGATED

Case Officer sign/initial J.Burrowes Date: 12.03.2024

Authorising Officer sign/initial RHERMITAGE Date: 12.03.2024