



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/1102

The Anchor Hotel , 3 Market Square, Horsham, West Sussex, RH12 1EU

DESCRIPTION:

Installation of replacement signs, including 1 x externally illuminated projecting sign, 1 x door plaque, 1 x menu case, 2 x chalkboards and 5 x internally applied window graphics.

RELEVANT PLANNING HISTORY:

DC/14/0505	Variation of Condition 1 of DC/13/0125 and Condition 2 of DC/13/0125 relating to the opening hours submitted with the application	Application Permitted on 29.07.2014
DC/13/0125	Variation of Condition 1 of planning permission DC/12/0350 to extend opening hours on specific dates between March 2013 and March 2014	Application Permitted on 17.07.2013
DC/12/0350	Variation of Condition 5 of planning permission HU/94/96 as previously varied by Condition 1 of planning permission HU/136/97, to extend opening hours	Application Permitted on 09.07.2012

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) 2019 - 2036:

Policy HB3 - Character of Development

Policy HB4 - Design of Development

Policy HB7 - A Welcoming Public Realm

AIM2 - Conserving Heritage Assets

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:

Horsham District Council – Conservation Officer:

Initial Assessment

The proposed signage is to some extent a replacement of the existing, and in this respect no objection would be raised. There are however 2 elements which are of some concern. The first being the hanging signage. Within the conservation area there is an expectation that new hanging signs are constructed in timber and hand painted, being hung from decorative brackets. The existing sign is more appropriate to the locality and the interest of the building than the proposed aluminium panel with printed vinyl. A sign that is more reflective of the architecture and amenity of the building would be supported.

The second element is the need for the proposed A3 display (A3) to be illuminated. The menu case is situated beneath an existing lamp, within a lit area, and therefore there is a query whether further illumination is required.

Revised Assessment after Revision:

The proposed changes would be considered to be an improvement on the original scheme

Horsham Town Council Comments: Support

the materials and design of the proposed signage should be in keeping with the surrounding street scene and sympathetic to the character of the existing heritage buildings. The signage should not appear overbearing, nor adversely affect pedestrian movement, public safety, or the visibility of neighbouring businesses.

Representations:

2 representations were received:

1 representation that did not object or support. Comment(s) concerned

- Positioning of A-board advertisements

1 representation objected. Comment(s) concerned:

- Hanging sign
- Need for illumination on menu sign

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 Installation of replacement signs, including 1 x externally illuminated projecting sign, 1 x door plaque, 1 x menu case, 2 x chalkboards and 5 x internally applied window graphics at The Anchor Hotel, 3 Market Square, Horsham. The Anchor Hotel is a dominant building within Market Square and is recognised as a non-designated heritage asset. It is within the Horsham Town Centre Conservation Area and is also viewed within the context of the Grade II Listed Town Hall and 6-10 Market Square buildings.

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 of architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 32 and 33 of the HDPF seeks to ensure that development promotes a high standard and quality of design in order to enhance and protect locally distinctive characters. The policies also seek to ensure that the scale, massing and appearance of development relates sympathetically with the built surroundings, landscape, open spaces and routes within and adjoining the site, including any impact on the skyline and important views.

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.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals should seek to:

- Reinforce the concept of legible “character areas” / “quarters” with distinct identities, as described in the Town Centre Vision;
- Within the Plan area, 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.

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 site lies within Market Square, known for its courtyard-esque appearance with cafés and restaurants being prominent businesses in the locale. This sees outdoor seating paraphernalia positioned within the square however, the square still retains an open character.

The development sees several changes to the Anchor Hotel, though several of these are replacements of existing signage. There is also a change of colour scheme moving to a combination of dark green and copper colours in line with current Greene King branding.

5 internal window advertisements are to replace the existing window stickers at ground floor level. These advertise the food and drink available at the premises and are in copper colour. Positioned towards the outer flanks of the principal elevation are 2 new wall-mounted chalkboards which are edged in a dark green coloured timber. These again replace existing wall-mounted chalkboard signs. A new wall mounted cast metal sign is positioned next to the front doors (left hand side) advertising the site as a Greene King establishment. This is considered small metal sign finished in matching green and copper colour and would be judged suitable. A new copper colour A3 menu board is also positioned next to the front doors (right hand side). This is considered acceptable and would tie to the new colour scheme. This is internally illuminated to assist with reading at night with it confirmed this is housed internally with no light spill outwards as this is housed behind the frame. The lighting is rated at 250cd/m² and thought to be an acceptable illuminance value given the location. This shall be conditioned to be only lit during business hours of the premises.

A new hanging sign is also proposed. This has been updated since the original application to more appropriately conform with the surrounding character of the area after the Conservation department requested this change.

The proposed arrangements would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 26, 32, 33 & 34.

Other Matters

Horsham District Council recognises representations received during the course of application. Concerns regarding A-board positioning is not of the purview of this application or the planning department. It is considered that the illuminance value, positioning of lighting and situational context allows the implementation of illuminated menu lighting. This is conditioned to only operate in business hours and is a small development.

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 Illumination (amenity):** The intensity of illumination of the proposed menu lighting shall not exceed 250 cd/m² and shall only be illuminated during the hours of business use of the premises.

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

- 4 **Non-intermittent Illumination (amenity):** The illumination of the proposed signage 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/26/1102

Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Location plan			09.07.2026
Elevation plan	Existing Signage	207927 (REV E) Page 2 of 8	01.09.2026
Elevation plan	Proposed Signage	207927 (REV E) Page 4 of 8	01.09.2026
Details plan	Proposed Signage	207927 (REV E) Page 5 of 8	01.09.2026
Details plan	Proposed Signage	207927 (REV E) Page 6 of 8	01.09.2026
Site plan	Site Plan	207927 (REV E) Page 7 of 8	01.09.2026
Location plan	Location Plan	207927 (REV E) Page 8 of 8	01.09.2026
Elevation plan	Existing Signage	207927 (REV E) Page 1 of 8	01.09.2026
Elevation plan	Proposed Signage	207927 (REV E) Page 3 of 8	01.09.2026

DELEGATED

Case Officer sign/initial JBurrowes

Date: 16/09/2026

Authorising Officer sign/initial

TDale

Date: 24.09.2026