DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0224
4 West Street, Horsham, West Sussex, RH12 1PB

DESCRIPTION:
Installation of 1x externally illuminated fascia sign and 1x externally illuminated hanging sign.

RELEVANT PLANNING HISTORY:

DC/07/2883	1 x Projecting sign and fascia sign	Application Permitted on 25.02.2008
HU/78/85	Use of upper floors as offices (From old Planning History)	Application Refused on 03.07.1985
HU/339/85	Alterations & new shop front (From old Planning History)	Application Refused on 16.01.1986

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: On balance it is considered that the proposed shopfront would not harm the special historic and architectural character of the conservation area, and therefore no objection would be raised".

Parish Comments:

Horsham Denne Neighbourhood Council commented no objection, noting there should be a condition requiring the retention and continued operation and maintenance of the hanging clock at first floor level, which is a prominent and attractive feature in West Street.

Representations:
One representation was received, supporting the (above) views of the Neighbourhood Council, in respect of the hanging clock.

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 1x externally illuminated fascia sign and 1x externally illuminated hanging sign at 4 West Steet, Horsham, West Sussex. 4 West Street is retail unit that sits to the eastern end of West Street. West Street itself is the main high street within Horsham. It is primarily made up of retail shops with multiple retailers occupying it. There is no overriding design to West Street with an eclectic mix of design, colour and illuminated signage on display.

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 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 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”.

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 development is for the Installation of 1x externally illuminated fascia sign and 1x externally illuminated hanging sign at 4 West Steet.

The externally illuminated sign fascia sign is for Hotel Chocolat, a chocolatiers and café. The fascia signage proposed is 2.75m in width with a height of 0.5m, positioned 2.2m above ground. The sign itself is of Hotel Chocolat's logo in white lettering positioned on a contrasting black fascia board, positioned centrally over the double doors also black in colour. The exterior brickwork is left untouched, which contrasts neatly against the black fenestration and monochrome design. This sign is externally illuminated by a black powder coated trough light projecting 150mm from the shop front at a height of 3.1m, rated at 174 cd/m^2. This projects down, lighting the sign from above and is of satisfactory luminance level.

Also detailed is a hanging sign positioned 4.2m (at the top) above the ground which is also externally illuminated. This projects 700mm (maximum) from the shop front. This also uses the Hotel Chocolat's logo present on the fascia board but is limited to a 600mm x 600mm sign. This is located where the existing hanging sign bracket is currently positioned. This sign external illumination is reflective of the 174 cd/m^2 for the fascia sign and is therefore considered to be satisfactory.

The proposed 1x externally illuminated fascia sign and 1x externally illuminated hanging sign, given the existing and prevailing street scene, would not result in any harm to amenity, with no adverse impact on heritage assets identified.

The siting and nature of the proposed signs would not result in any adverse impact on public safety.

The representations in respect of the existing hanging clock are noted. While there is no dispute in respect of the positive contribution of the clock on the street scene, it is not possible as part of an application for advertisement consent to require continued maintenance of this clock, and although desirable no conditions in this regard are recommended.

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 signage shall not exceed 174cd/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 **Advert Condition**: The illumination of the proposed signage shall be of a non-intermittent type.

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

Plans list for: DC/24/0224
(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
Floor plan	Proposed	002	09.02.2024
Elevation plan	Proposed front	003	09.02.2024
Photos		NONE	09.02.2024
Section plan	Proposed	005	09.02.2024
Location plan		NONE	09.02.2024
Site plan		NONE	09.02.2024
Elevation & Floor plan	Existing	001 REV A	09.02.2024
Photos		NONE	09.02.2024
Supporting Statement	Lighting	NONE	16.02.2024
Supporting Statement	Lighting	NONE	16.02.2024

DELEGATED

Case Officer sign/initial J.Burrowes Date: 11/04/2024

Authorising Officer sign/initial Guy Everest Date: 12.04.2024