HORSHAM DISTRICT COUNCIL CONSULTATION

TO:	Horsham District Council – Planning Dept
LOCATION:	56B West Street, Horsham
DESCRIPTION:	Retention of front shutter, facia signboard and projecting side signboard (Retrospective)
REFERENCE:	DC/25/0230
RECOMMENDATION:	~~Advice / No Objection /~~ Objection ~~/ More Information / Modification / Refusal~~

SUMMARY OF COMMENTS & RECOMMENDATION:

See below

MAIN COMMENTS:

56B West Street is situated within the Horsham Conservation Area where development should seek to preserve or enhance the special historic and architectural character of the area. West Street is enclosed predominantly by 3 storey buildings that form a strong linear character. A variety of building styles and materials are evident, with a predominance of brick and painted plaster. These features introduce contrast, irregularity and rhythm to the streetscene consolidated by the use of traditional materials. The qualities of shop fronts and signage play a key role in contributing to this historic character and sense of place.

The security shutter is a solid product and will create a perception of mass and weight. It is appreciated that this is a desired quality to deter thieves, but it will have a harmful visual impact on the character of the conservation area.

The proposed shutter would not reflect the appearance of the host building and would result in an unsympathetic and incongruous addition to the application building and the streetscene as a whole. This would be particularly noticeable in this pedestrianised location where the interaction between the street and the storefronts provides an active frontage which also contributes to the conservation area's character.

An objection would therefore be raised to the proposal as it would not preserve or enhance the character of the conservation area, in accordance with policy 34 of the Horsham District Planning Framework and Sections 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

In terms of the signage, within the conservation area there is an expectation that 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 handpainted with decorative brackets. Any lighting should be discreet and proportionate to the opening hours of the business.

The application signage dominates the shop front and does not reflect the recognised qualities of the conservation area. It is noted that other stores have backlit lettering, but this is set against the overall wider context of the facia, the lettering size and the buildings themselves and are not of the scale proposed on this smaller unit.

I am also concerned with the internally illuminated hanging sign. This is a modern method of lighting signage and does not suit the building or the shopfront. It would be suggested that businesses that operate mainly in daylight hours do not require additional lighting as the shopfront will provide the draw for customers.

It is therefore considered that the proposed signage as a whole does not reflect the design features of the building and would have an adverse impact on the amenity of the conservation area.

ANY RECOMMENDED CONDITIONS:

NAME:	Nicola Mason
DEPARTMENT:	Strategic Planning
DATE:	10.03.2025