

Design and Access Statement, Planning Statement and Heritage Impact Assessment

Prepared on behalf of

Grandir UK

For

**Little Monkeys Day Nursery, 18 London Rd, Horsham
RH12 1AY**

Erection of a fascia sign to the façade of the existing building

November 2025

Contents

- 1 Introduction
- 2 The Application Site
- 3 Planning Policy
- 4 Heritage Statement
- 5 Heritage Asset & Significance
- 6 Heritage Impact Assessment
- 7 The Proposal
- 8 Conclusions

1 Introduction

- 1.1 This Design and Access Statement incorporating Planning Statement and Heritage Impact Assessment accompanies the Planning Application for the erection of a sign on the existing nursery and has been prepared on behalf of the Applicant, Grandir, for the Little Monkeys Day Nursey at 18 London Road, Horsham (the Site).



Figure 1 - Site Location Plan

- 1.2 The statement will assess the significance of the Site and consider the potential impact of the proposed development on the Listed Building and its setting.
- 1.3 The full description of the proposed development is: Erection of a new advertising sign on the façade of the existing building.

- 1.4 The erection of the new signage is necessary to help signpost users to the nursery and to advertise spaces available, providing ease of access and promoting the nursery provision to the passing public.
- 1.5 The sign would provide vital advertising for the nursery and would help to promote a sustainable and viable future for the business. The design and positioning of the sign has been carefully considered to respond well to the setting and while there will be a visual impact in introducing a new sign to the building; the proposed location utilises existing fixing points that have historically been affixed to the building.

2 The Application Site

- 2.1 The Application Site forms the intersection of London Road and Albion Way, the A281 and constitutes of the façade of the building facing onto London Road.
- 2.2 The Site is located within the Town Centre of Horsham in the London Road Conservation Area. The building is Grade II Listed and was originally built as two dwellings sharing a single façade. The building has been extended significantly to the rear over time and has been used as a children's nursery for a number of years.
- 2.3 The frontage of the site is formed by a small courtyard surrounded by a dwarf brick wall and concrete coping stone with metal railings and fronts directly onto London Road and indirectly onto the A281 Albion Way.

3 Planning Policy

3.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that *'If regard is to be made to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise'*.

3.2 For the purpose of this application the Development Plan comprises the Horsham District Planning Framework (November 2015).

3.3 The National Planning Policy Framework (NPPF) was originally published on the 27th March 2012, with the latest update taking place in December 2024. The NPPF sets out the Government's requirements for the planning system with a key aim of protecting the environment and promoting sustainable growth. The NPPF, together with the accompanying Planning Practice Guidance (PPG), the National Design Guide (2021) and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, are material planning considerations.

National Planning Policy

3.4 According to the NPPF, there is a clear presumption in favour of sustainable development and policies in Local Plans should follow this presumption so that it is clear that sustainable development can be approved without delay. All Plans should be based upon and reflect the presumption in favour of sustainable development, with clear policies guiding how the presumption should be applied locally. Plan-making should positively seek opportunities to meet the development needs of their area and be sufficiently flexible to adapt to rapid change.

3.5 The three key dimensions to sustainable development listed in the NPPF clearly relate to the social, economic and environmental roles played in planning.

3.6 The economic role is seen as contributing towards building a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation and by identifying and coordinating development requirements, including the provision of infrastructure.

- 3.7 The social role should act to support strong, vibrant and healthy communities by creating a high-quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being.
- 3.8 The environmental role contributes to protecting and enhancing our natural, built and historic environment and as part of this, helps to improve biodiversity, use natural resources prudently, minimise waste and pollution and mitigate and adapt to climate change including moving to a low carbon economy.
- 3.9 Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development and that for decision-taking, this means that developments that accord with an up-to-date plan should be approved without delay, and that, where there are no relevant development plan policies, permission should be granted, unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits.
- 3.10 According to Paragraph 39 of the Framework, local planning authorities 'should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible'.
- 3.11 The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creating better places in which to live and work and helping to make the development acceptable to communities (Paragraph 131). Plans should set out a clear design vision and expectations, which should reflect local aspirations whilst being grounded in an understanding and evaluation of each area's defining characteristics.
- 3.12 Paragraph 135 advises that planning policies and decisions should ensure that developments:
- 'a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*

- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion and resilience.'*

The 2007 Regulations

- 3.13 The Regulations provide a code for advertising developments set apart from mainstream Planning controls. Proposals are therefore to be determined and considered in light of the Regulations, which identifies two areas of interest that are material factors in each case.
- 3.14 Regulation 3 states that; *'1. A local planning authority shall exercise its powers under these Regulations in the interest of amenity and public safety, taking into account –The provisions of the development plan, so far as they are material; and any other relevant factors;*
- 2. without prejudice to the generality of paragraph (1) (b)-*
- a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;*
 - b) Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air'*
- 3.15 National Guidance on the control of advertisements is also provided within The National Planning Policy Framework (NPPF) and associated guidance on advertising within the Planning

Practice Guidance (“PPG”). Section 8 of the PPG goes on to set out the criteria for considering amenity issues in advertising proposals.

- 3.16 This proposal has been assessed in light of the above criteria within the NPPF, the 2007 Regulations and the applicable local policies.

Local Planning Policy

- 3.17 Horsham District Planning Framework (HDPF) — Policy on Shopfronts & Advertisements sets out at Policy 36 (“Shop Fronts and Advertisements”) that advertising signs on shopfronts, temporary shop fronts, fascias, and advertisements will be supported only if they respect the architectural style, character and form of the building or its location, including appropriate materials, colours and illumination.
- 3.18 In areas of particular heritage sensitivity (e.g. within a Conservation Area or on a Listed Building), there is an expectation that traditional shopfronts and historic features be retained or restored. Proposed new shopfronts/ advertisements must therefore be very sensitive in design.
- 3.19 Advertisements (including hoardings), illuminated fascia signs or other signage should be of appropriate size, design, location, and should not harm:
- The visual amenity of the building or area (i.e. they must not look out-of-place, overly prominent, garish, or unsympathetic)
 - Pedestrian or highway safety
 - The overall townscape character (e.g. avoid visual clutter, respect cumulative impact)

4 Heritage Statement

Historical Context

- 4.1 The Site is on the intersection of London Road and Albion Way (A281) located in Horsham, West Sussex. Accessed off London Road and also Jubilee Walk, the footpath and underpass that link Medwin Way to the Jubilee Car Park/The Rec Rink/Horsham Park, the building occupies a prominent position onto Albion Way and the wider street scene of this intersection.
- 4.2 The building itself is Grade II listed with the listing stating:
“LONDON ROAD 1. 1236 (East Side) Nos 16 & 18 TQ 1730 1/41 20.5.49. II GV 2. A pair of small houses built as one composition. 2 storeys. 2 windows and one blocked window-space in the centre. Stuccoed. Pediment with parapet over whole front. Shallow hood-moulds over the windows. All sashes, glazing bars mostly intact. Recessed doorway in centre with low rectangular fanlight having gothic divisions. 6-panel door with central 2 panels removed for glazing. The door of No 16 is at the side in Wickersham Road. Nos 16 to 22 (even) form a small group.”
- 4.3 The Site is situated in an urban area with the A281 to the direct south and Horsham Park to the north.
- 4.4 The predominant character of the surrounding setting of the Site is an urban close to the town centre of Horsham, with the town centre and Swan Walk Shopping Centre being located within 100m to the south.
- 4.5 Historically, Horsham was a small market town located in West Sussex, with origins traced to the early medieval period. The settlement appears in documentary sources from the 10th and 11th centuries and grew around a crossing of the River Arun and a network of early routeways through the Weald. Its name is commonly interpreted as meaning “horse enclosure” or “place of horses,” reflecting an early association with livestock and trade. By the 13th century, Horsham had gained the right to hold markets and fairs, establishing it as a regional commercial centre.

- 4.6 During the medieval period, Horsham developed around a loosely arranged market core focused on the Carfax, from which the characteristic radial street pattern evolved. Timber-framed buildings, burgage plots, and mixed commercial and residential uses dominated the townscape. In the post-medieval period, the town's economy diversified through industries such as ironworking, brickmaking, brewing, and tanning, stimulated by the resources of the Wealden landscape. Expansion remained relatively modest, with development infilling along existing streets and slowly extending the built footprint outward.
- 4.7 The arrival of the railway in the mid-19th century had a transformative effect, shifting Horsham from a rural market town toward a more modern urban centre. New residential suburbs emerged around the historic core, following planned street layouts and incorporating Victorian and Edwardian architectural character. Civic and institutional buildings—including schools, churches, and municipal structures—reinforced Horsham's status as the administrative hub for the district. Industrial activity also expanded along the railway corridors, though the historic core retained much of its earlier scale and form.
- 4.8 Through the later 20th century and into the present, Horsham has continued to grow as a commuter town and service centre, with significant residential estates and commercial development extending its footprint. Despite these changes, the early market layout, medieval street pattern, and varied historic building stock continue to shape the town's distinctive character. Conservation areas, surviving timber-framed buildings, and later Victorian and Edwardian suburbs all contribute to an understanding of Horsham's layered development and the evolution of its built environment.
- 4.9 From the 18th and particularly the 19th centuries, London Road became a transitional zone between the dense commercial centre at the Carfax and the emerging residential suburbs extending northwards. The arrival of the railway in the mid-19th century catalysed suburban development, and London Road increasingly accommodated a

mixture of modest commercial premises, small workshops, and later Victorian and early 20th-century housing. Buildings tended to be set close to the street, reflecting the historic pattern of incremental infilling and redevelopment along this arterial route.

- 4.10 By the early 20th century, the character of London Road evolved into a predominantly mixed-use townscape, with retail and service uses concentrated nearer the Carfax and residential properties becoming more prevalent further north. Architectural styles along the street reflect this incremental development, ranging from late Georgian and Victorian forms through to interwar suburban influences. This layered character contributes to an understanding of how Horsham's built environment extended outwards over time.
- 4.11 The immediate setting of 18 London Road reflects this long-standing pattern of gradual redevelopment, where individual plots have evolved in response to shifting commercial needs while retaining the historic linear street form. Modern shopfronts, altered façades, and 20th-century infill sit alongside earlier buildings, demonstrating the street's continuous adaptation from a historic approach route to a contemporary mixed-use corridor. Although much of the surrounding area has undergone modernisation, the underlying historic street alignment and plot pattern remain key elements that illustrate Horsham's northward expansion and the long-term transition of London Road from a peripheral route into a well-established part of the town centre's commercial fringe.



Figure 2: Extract from the Ordnance Survey Map - Surveyed: 1870 to 1871, Published: 1874

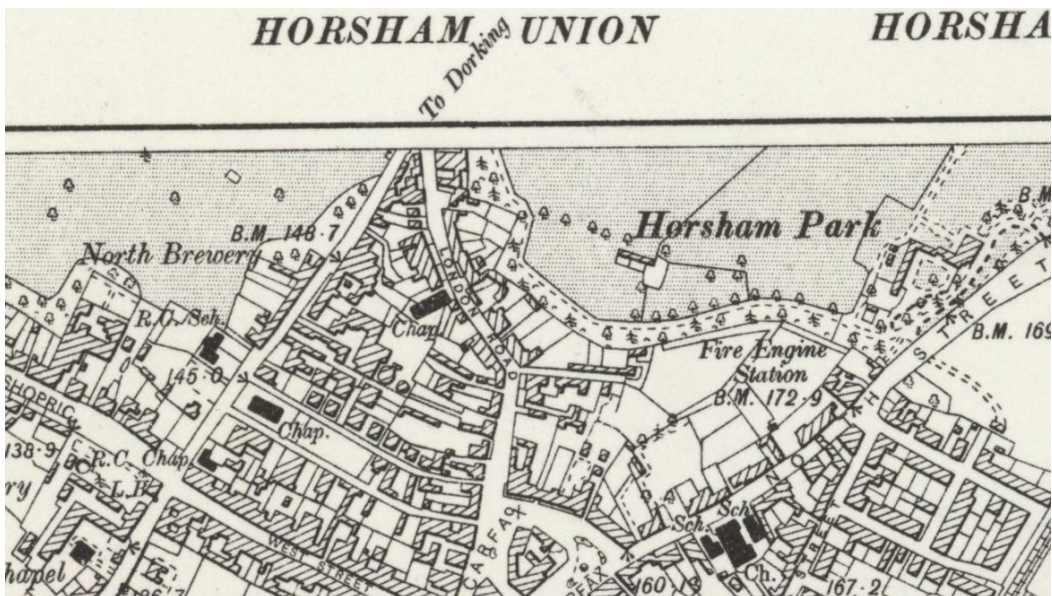


Figure 3: Extract from the Ordnance Survey Map Revised: 1896, Published: 1898

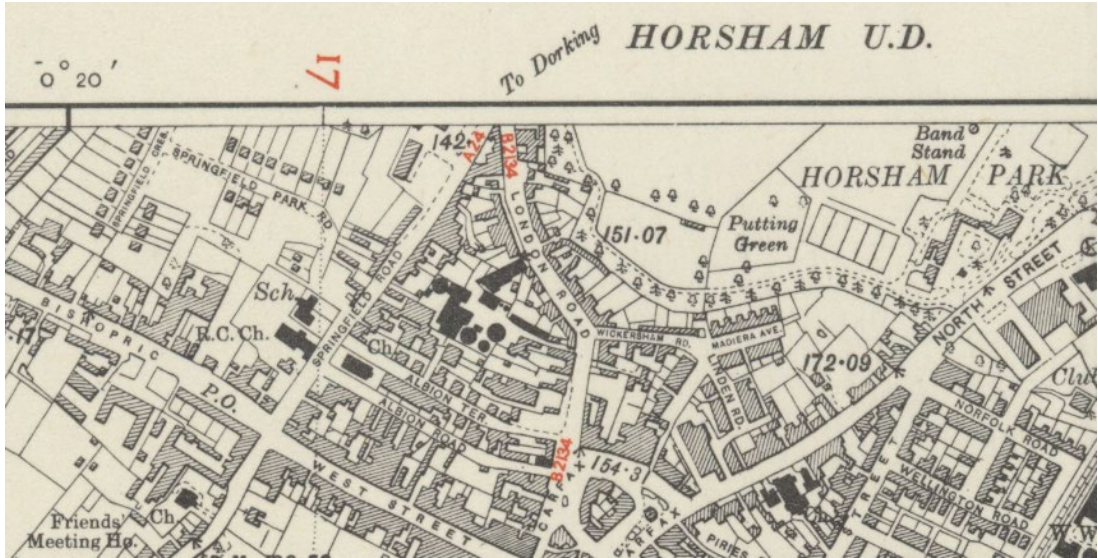


Figure 4: Extract from the Ordnance Survey Map Revised: 1938, Published: ca. 1950



Figure 5: Aerial Photograph from 2001 showing the route of the A281 and Swan Shopping Centre

- 4.12 The historic maps show little change until the 20th when the setting of 18 London Road dramatically changed; from being part of the historic town core to surrounding landscape being dissected and dominated by the construction of the A281 distributor road in the 1970s, along with the Swan Shopping centre.

- 4.13 To make way for the initial Swan Shopping Centre development in Horsham in the mid-1970s, a number of buildings were demolished including the Swan Inn which stood at the West Street entrance until 1973. The pub, from which the centre gets its name, had a history as a coaching inn and market site dating back centuries. A public car park, which occupied a large portion of the area in the early 1970s was also subsumed into the development, along with a gasworks and other industrial properties.
- 4.14 Later, the original Capitol Theatre building, which had been encased by the initial shopping centre, was controversially demolished in 1983 to facilitate a shopping centre extension and the construction of a new Marks & Spencer store.

5 Heritage Asset & Significance

- 5.1 Paragraph 194 sets out that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 5.2 Rex House, known as 18 London Road is formally designated as Grade II listed building, under the entry 16 and 18, London Road, Horsham.
- 5.3 The listing description identifies the property as a “pair of small houses built as one composition,” two-storey, stucco-fronted, with original sash windows (largely intact glazing bars), Shallow hood-moulds over the windows, a central blocked window space, a recessed central doorway with a gothic-division fanlight, and a 6-panel door.
- 5.4 The building sits within the boundary of the London Road Conservation Area, which was designated in 1984. Therefore, Rex House, 18 London Road is a statutorily designated heritage asset and it contributes to the character and appearance of a wider conservation area.
- 5.5 In recent years, the building has been significantly extended by way of two-storey rear extensions, including a link-detached extension. The extension was detailed to reflect and harmonise with the intrinsic features to the original Lodge.

6 Heritage Impact Assessment

Introduction

- 6.1 Paragraph 203 of the NPPF sets out that ‘the effect of an application on the significance of a non-heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.’

Impact Assessment

- 6.2 The proposed retention of the fascia sign follows a number of signs that have been erected on the building in recent years now that the building and its neighbouring counterparts are mostly in commercial uses as opposed to the original residential uses.
- 6.3 The significance of the heritage asset has been identified in the architectural style and the original detailing of the building which allows it to be recognised within the context of its setting. This identified significance will be maintained by the proposed development which will be temporary when assessed against the building’s long history, reading as a later subservient addition to help signpost the current use of the site without making any permanent changes to the façade of the building.
- 6.4 Further, the scale of the proposed sign is necessary to otherwise signpost passing traffic, both pedestrian and vehicular, to the availability of childcare provision in this central location in the town.
- 6.5 As previously noted, the original setting of Rex House has changed significantly in recent years, with the demolition of the various neighbouring buildings to make way for the A281 and Swan Shopping Centre, meaning the relationship with the public realm has changed significantly in the past 50 years. Therefore, having considered the low contribution the Site makes to understanding the historic layout and context of

London Road, and given the new uses of all the buildings in this location that are now predominantly commercial in nature, and bearing in mind the existing urbanised context, it is concluded overall that the proposed development will not adversely affect the significance of the locally listed Hawkwood Lodge.

- 6.6 The sign itself has been affixed to the building utilising existing fixing that were already present on the façade of the building, meaning no damage has been caused to enable the erection of the sign.
- 6.7 The sign itself is a printed metal box-section sign fitted on two metal rails, which themselves allow the sign to project around the stucco detailing band. The metal rails are affixed using existing fixings that are present on previous Google Street View imagery, and have been used at numerous points in the past to display signs and banners advertising the use of the building.
- 6.8 The applicant recently purchased the building from the previous nursery operator and had erected the sign utilising the existing fixing points, meaning no irreversible damage was caused to the building façade.



Figure 6: Google Street View image from September 2012 showing banner



Figure 7: Google Street View image from June 2014 showing banner



Figure 8: Google Street View image from September 2012 showing banner



Figure 9: Google Street View image from June 2023 showing banner



Figure 10: Google Street View image from September 2020 showing visible fixing points in the building

7 The Proposal

- 7.1 The sign as proposed takes on a simple form reflective of the simple design of the façade of the building.
- 7.2 As the building is not a traditional shop front, neither an existing shop front nor signage existed prior to the more recent commercial use as a children's nursery.



Figure 11: Photo of signage as erected

- 7.3 Therefore, in line with Policy 36 ("Shop Fronts and Advertisements") that advertising signs on shopfronts in areas of particular heritage sensitivity (e.g. within a Conservation Area or on a Listed Building), there is an expectation that traditional shopfronts and historic features be retained or restored and that proposed new shopfronts/advertisements must be very sensitive in design. As this is not an existing shop front, the installation is a new advertisement on a listed building.
- 7.4 The sign as installed is a simple sign that reflects the simple architectural design of the building. It measures 1100mm wide by 3000mm wide and projects by 100mm. The sign is made from printed metal on a metal fixing rail that is attached to the building

using screw and plugs in existing holes already present on the façade, as detailed above.



Figure 12: Proposed Plan for Sign as installed

- 7.5 In the context of its setting, the use of signage on neighbouring buildings is accepted as the neighbouring listed buildings all feature business signs displayed on the buildings themselves. The application site previously was only consented a sign on posts outside the property, despite the neighbouring buildings all featuring signs displayed on the buildings.



Figure 13: Context of signage within the immediate setting

- 7.6 The advertisement as displayed is entirely reversible and results in no lasting or irreversible damage to the listed building.

8 Conclusion

- 8.1 The erection of the fascia sign on the existing building will provide vital advertising for the nursery and results in no irreversible harm to the existing façade.
- 8.2 The simple metal box sign and rail fixing system do not affect the existing stucco detailing and allow the building to be easily identified within the public realm.
- 8.3 The significance of Rex House lies in its survival as part of the London Road streetscape with similarly designed former residential dwellings being converted to commercial uses as the commercial reach of Horsham grew and the suburban areas of the town pushed outwards. The building which retains original architectural features to the façade is easily identifiable due to its character and appearance. However, its original setting has been eroded due to later development, including the A281, Swan Shopping Centre and the extensive extensions and reconfigurations that have taken place to the building.
- 8.4 For the above reasons, the Site is considered to have a low sensitivity to the proposed sign and the signage has a neutral impact on the Listed Building. The sign will help to promote the sustainable future use of the Site as a nursery by attracting new children to the nursery, and will allow the nursery to provide well-located childcare close to the town centre and those working and living locally, whilst having a low impact on the setting of the Listed buildings.
- 8.5 As this Heritage Statement has established, it is considered that this proposal as submitted complies with the Local Plan policies and other material planning considerations.