
Appeal Decision

Site visit made on 1 February 2017

by C J Leigh BSc(Hons) MPhil MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 10 February 2017

Appeal Ref: APP/Z3825/Z/16/3159673

Bonmarche, 45 West Street, Horsham, West Sussex, RH12 1PP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Bonmarche against the decision of Horsham District Council.
 - The application Ref DC/16/1194, dated 18 May 2016, was refused by notice dated 8 July 2016.
 - The advertisement proposed is one internally illuminated fascia sign and one internally illuminated projecting sign.
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Decision

1. The appeal is allowed and express consent for the display of one internally illuminated fascia sign and one internally illuminated projecting sign as applied for is granted. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Main issue

2. The main issue is the effect of the proposed advertisement signs on visual amenity.

Reasons

3. The property is a modern building within the town centre, outside but adjoining the Horsham Town Centre Conservation Area. I saw at my site visit there are a wide variety of signs to commercial premises along West Street both within the Conservation Area and in the vicinity of the appeal site.
4. The signs the subject of this appeal have been installed at No. 45. They are not intrusive or discordant with the host property or the wider area. The fascia sign is of proportions and materials that sit comfortably with the modern building, whilst the projecting sign is a small addition that does not appear inappropriate or prominent. Illumination of the signs is appropriate in this commercial area, where I saw there are a number of other signs that are illuminated. When looking in views along West Street the signs do not appear at odds with the established character of the area, and they not disruptive to the street, nor harm the appearance of other buildings. In the context of the surrounding area, the signs have a suitably restrained presence in this commercial area.
5. The signs are therefore not harmful to visual amenity. For similar reasons I consider the proposals would preserve the character and appearance of the adjoining Conservation Area and so no harm would be caused to heritage assets. Thus, no conflict would occur with s72(1) of the Planning (Listed

Buildings and Conservation Areas) Act 1990, which places a duty to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas.

6. The proposed development would therefore be consistent with Policies 14, 33 and 34 of the Horsham District Planning Framework 2015, whose overall objective is to seek to ensure development is of high design quality and that there is no harm to heritage assets. The appeal is therefore allowed.

C J Leigh

INSPECTOR