

APPENDIX B – CONSULTATION SUMMARY

	Respondent	Comments	Response & Recommendations
1	Cllr Peter Burgess	<p>Looks good - I have the following minor amendments to be considered:</p> <ol style="list-style-type: none"> 1. Para 4 D. Use the word "must" in place of "should", it is more absolute. 2. Para 4 F. Same. 3. Para 5. A pedantic point, but the sub para. 5.1. Actually applies to all the sub paras that follow. So, I suggest it is left in without being designated as 5.1 and subsequent items are renumbered. 	<p>Support welcomed.</p> <p>1. & 2. Guideline D: Should not be any bigger than 0.6m wide and 1.1m high. Delete 'should' and insert 'must'</p> <p>Paragraph amended</p>
2.	Horsham Town Community Partnership	<p>Excellent piece of work and urgently needed.</p> <p>We run mobility scooter skills and safety sessions in Horsham District and A Frames blocking footpaths are a big issue together with vehicles parked on pavements. Unless there is a dropped kerb nearby and it is safe to cross many trips out are abandoned.</p>	<p>Support welcomed</p> <p>Noted</p>
3	Horsham Trafalgar Neighbourhood Council	<p>Thanks for this. My only comment is that "discouraged" is a bit vague. Apart from that, it all seems reasonable.</p> <ul style="list-style-type: none"> • Display of goods outside premises is discouraged in favour of an appropriate 'A' Board • a sign bearing wording advertising a "Sale" or "Special Offer", are discouraged 	<p>Support welcomed</p> <p>Disagree: Retain discourage. The primary aim of the policy is to inform and encourage policy compliance. It would not be the focus of any compliance activity to arbitrate on specific wording particularly as there are many different advertising locations and contexts.</p>
4	Horsham Society	<p>Firstly, this is a very comprehensive policy and we believe that overall it is clear and fair. A lot of effort has gone into this, which we would like to formally recognise. This policy is much needed, however, the key</p>	<p>Support welcomed</p>

	<p>to its success will be how it is effectively administered.</p> <p>We wish to comment on the following points:</p> <p>4.0 J - Vibrant colours - Your intent is clear, but as written would rule out the use of certain colours in the main trading areas such as West Street, which is part of the Town Centre Conservation Area. Some modification of the wording would recognise the need of our thriving retail areas.</p> <p>N – As written does this mean that the use of electricity is allowed if it is not a highway hazard? Would it be better to put a full stop after Highway and delete ‘where it constitutes a highway hazard’, otherwise who decides whether it is a hazard?</p> <p>O – Should the words ‘they will’ or ‘owners’ be inserted in the third line? ‘..responsibility andwill be advised to have.’</p> <p>V - Display of goods outside premises is discouraged... What does this actually mean? At present there are three shops in West Street that regularly place goods outside. What happens if that number is doubled, or trebled, or this extends into Middle Street? It should be noted that one of the three shops also has an A board. Another one of the shops displays goods in a number of advertising structures on the highway. This statement needs to more precise so that action can be implemented. If it is allowed to continue then a precedent, having been set, therefore applies to all businesses and the highway could easily become cluttered and unsafe.</p> <p>One other point regards the use of ‘should’. In points A, D, G, H, I, K, ‘should’ has been used. Whereas in other points</p>	<p>Policy as worded achieves an acceptable balance and does not prohibit wider colour choices.</p> <p>Yes: Policy as worded achieves an acceptable balance. In some areas, outside built up areas, illumination may be appropriate. A hazard would be electrical wiring. Add clarification: ‘A’ Board type structures must be non-illuminated.</p> <p>Amend to include ‘they will be advised.....’</p> <p>Amend to Display of goods outside premises, within Horsham Town Centre, is not permitted and instead an appropriate type ‘A’ Board, advertising and promoting the trader’s business, or an attractive and alternating shopfront display should be considered.</p> <p>Guideline A. Amend to ‘must’ only display one “A” Board. Guideline D. Amend to ‘must’ not be any bigger than 0.6m wide and 1.1m high.</p>
--	---	--

		<p>'not permitted' or 'not allowed' is used. Traders could disregard 'should', taking it as a guideline and therefore weakening the policy, having opened it up to be challenged.</p>	<p>Guideline H: Amend to 'must' not be fixed permanently onto the highway. Guideline I: Retain as 'should' as colour/layout designs are subjective. Guideline K: Amend to 'must' not be distracting</p>
5	Horsham Denne Neighbourhood Council	<p>Denne NC is delighted that a policy on "A" Boards is imminent & thanks for the opportunity for our members to comment.</p> <p>We agree with the majority of the document but would ask for some minor changes; I have attached a version showing our suggested amendments in red.</p> <p>However we would ask for one major change & that is the title of the policy. Although "A" Boards are the major cause of concern at the moment we would like a more generic title for the policy to make it absolutely clear that it encompasses all forms of advertising on the highway. It seems counter-intuitive to go from the specific title to general forms of advertising in the text. If the title cannot be changed it needs to be made much clearer at various places in the document that "A" Board advertising encompasses flag banners, for sale signs etc.</p>	<p>Support welcomed</p> <p>Minor changes incorporated</p> <p>Agree: Amend title to: Use of 'A' Boards and other Advertising Structures on the Highway - Policy, Guidelines and Enforcement Procedure.</p>
6	Horsham Older Peoples' Forum	<p>Thank you for consulting Horsham District Older Peoples Forum.</p> <p>We agree with Para 3.1 in the Draft Policy of 'A' Boards Policy that these boards are a hazard to pedestrians, the disabled, the visually impaired, wheelchair and mobility scooter users etc.</p> <p>The proliferation of the use of 'A' Boards is such that every shop now feels the need to have one displayed outside on the street to the point where they are no longer serving their intended purpose, simply merging with the background whilst being a</p>	<p>Noted</p> <p>Support welcomed</p> <p>Noted and agree, in principle, as they represent unnecessary street clutter that impedes movement and access and are visually intrusive within the historic town centre. Due to the number and proliferation of A Board structures it is considered doubtful</p>

		<p>hazard and an unnecessary obstruction. In our opinion, the overhead fixed hanging name Boards used by businesses i.e. to advertise their presence, are safe, easily seen and serve their purpose.</p> <p>We would prefer to see no 'A' Boards placed on the highway at all and thus without them, it would fully comply with Para 2 'Rationale' of the draft HDC Policy. It would be safer, fair, consistent and no one business would have an advantage over another.</p>	<p>that they achieve their primary purpose to promote businesses.</p> <p>The specific use of 'A' Boards and the wider policy should be reviewed in the future. It may be the case that either an outright or partial ban in certain areas may be considered appropriate following evaluation of the policy in practice. The policy as drafted seeks to make a balance between the needs of businesses and pedestrians.</p>
7	Horsham Forest Neighbourhood Council	<p>Thank you for asking Forest Neighbourhood Council to comment on the draft policy for A Boards. We have seen the comments that have been sent from Denne and Trafalgar Neighbourhood Councils and we would like to add the following:</p> <p>We are assuming that the policy applies to the whole of the district but when reading, it does appear to refer mostly to Horsham town. We would suggest that 3.2 third line reads "within the Horsham town centre". You may consider renaming the policy too?</p> <p>The footnote relating to the definition of A Boards at the bottom of page 2 should be incorporated into the policy itself as it is easily missed.</p> <p>Overall, this is a welcome document, making everything clearer and regularising a situation that has previously been abused.</p>	<p>Support welcomed</p> <p>Policy as drafted applies districtwide in case there are specific issues arising outside Horsham Town Centre. North Horsham Parish support a districtwide policy.</p> <p>It is at Para: 1.1 The use of the term 'A' Board in this policy denotes all types of structures for advertising on the highway, such as For Sale/Let Boards and flag banners.</p> <p>Support noted</p>

8	Swan Walk Shopping Centre - Manager	<p>The draft policy looks strong and details most eventualities. My comments would be as follows:</p> <ul style="list-style-type: none"> • If all businesses are allowed one A board outside their premises the pavements/streets will still be pretty littered with clutter? Hard one to cover off from a fairness point of view though hence why we don't allow any the centre outside of store demise. • Above could be helped by only allowing certain messaging. If I read it right clause 4.0 M states that offers/product detail would not be allowed – just the business name? I would argue the opposite and that just the business name on its own adds no value to the economic vitality of the area and states the obvious. Many businesses already have a protruding sign at fascia level which is much more visible on a busy street/pavement. I would suggest that the policy should be designed to only allow/encourage tactical product and service offer/seasonal produce etc (absolutely not just Sale now on) that will then change quite regularly, may not always be out/appropriate depending on the seasons and be much more dynamic. It would also reduce the overall number of A boards I think as “Store X now open” would disappear? • Could be worth being specific on A board colour palettes too? I would suggest black and maybe a second option keeping it classic/neutral? 	<p>Support welcomed</p> <p>Noted and agree, in principle, as they represent unnecessary street clutter that impedes movement and access and are visually intrusive within the historic town centre. Due to the number and proliferation of A Board structures it is considered doubtful that they achieve their primary purpose to promote businesses. The specific use of ‘A’ Boards and the wider policy should be reviewed in the future. It may be the case that either an outright or partial ban in certain areas may be considered appropriate.</p> <p>Noted: Guideline M attempts to address gaudy Sale/Special Offer advertising and does not restrict other messaging.</p> <p>Noted: A specific colour who require a majority of existing boards to be changed without sufficient justification.</p>
---	-------------------------------------	---	--

9	North Horsham Parish Council	<p>At the Parish Council's Planning, Environment and Transport Committee meeting held on 24th February 2022 it was agreed to support the A Boards Policy and for it to be upheld districtwide.</p> <p>The Committee would like you to be aware of these areas of concern;</p> <ul style="list-style-type: none"> • Norfolk Arms Public House, Crawley Road, • The Star Inn Roffey, Crawley Road, • All shopping parades in the Parish area such as Fitzalan Road, Coltsfoot Drive, Bartholomew Way, • If the Café is established in Crawley Road, at Roffey Corner (DC/21/1806) has the potential to cause issues. 	<p>Support welcomed</p> <p>Note potential A Board issues/locations</p>
---	------------------------------	---	--