Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/1607
Unit 1, Old Mill Square, Storrington, Pulborough, West Sussex, RH20 4NQ

DESCRIPTION:
Installation of 2no internally illuminated fascia signs, 1no internally illuminated projecting sign and 1no internally located LED digital display screen.

RELEVANT PLANNING HISTORY:

DC/22/0626	Prior Notification for Change of Use from Commercial (Use Class E) to residential (Use Class C3) to form 1no. dwelling.	Prior Approval Required and PERMITTED on 17.05.2022
HRA/22/0017	Application under Regulation 77 of the Conservation of Habitats and Species Regulations 2017 in respect of Prior Approval consent DC/22/0626.	Application Refused on 22.08.2022
HRA/23/0006	Application under Regulation 77 of the Conservation of Habitats and Species Regulations 2017 in respect of Prior Approval consent DC/22/0626.	Application Permitted on 18.04.2023
DC/23/0506	Non-Material Amendment to previously approved application DC/20/0859 (Prior Approval for a Proposed Change of Use to convert office to 5 self-contained flats) to allow for the removal of shared access corridor to flat 13, 14, 15 and 16 and the amendment of access/egress to flat 13, 15 and 16.	Application Refused on 10.05.2023
DC/24/1265	Change of use from vacant bank (Class E) to hot food takeaway (sui generis). Installation of extract and ventilation equipment, replacement shopfront and other minor external alterations.	Pending Consideration

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

Neighbourhood Plan:
Storrington Sullington and Washington Neighbourhood Plan has been Made.
Policy 5- Storrington Village Centre Retail Area
Policy 6- Development in Storrington Village Centre
Policy 14- Design

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:
None received

Parish Comments:
No Objection

Representations:
1 letter of objection received stating that the village should maintain its downs character, avoiding overdevelopment, excessive lighting, and unnecessary noise. It highlights the importance of preserving privacy and the village's atmosphere, suggesting that additional light pollution and urban-like features would detract from its intended rural charm, making it feel more like a bustling town rather than a peaceful downs village.

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

Advertisement consent is sought for the installation of the following signage and advertisement:

- One internally illuminated fascia sign to the principal elevation (Old Mill Square)
- One internally illuminated projecting sign to the principal elevation
- One internally mounted LED digital display screen adjacent to the store entrance
- One internally illuminated fascia sign to the secondary elevation (Old Mill Drive)

Legislation

Regulation 3 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities assess applications for express consent in the interests of amenity and public safety, taking into account the provisions of the development plan so far as they are material and other relevant factors. An excerpt of the regulation is set out below:-

Powers to be exercised in the interests of amenity and public safety
3.—
(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
    (a) the provisions of the development plan, so far as they are material; and
    (b) 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—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) 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;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Amenity

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements should be sensitively designed, of an appropriate size and appropriately located. Advertisements should not be detrimental to the visual amenity of the buildings or area by reason of its scale, detail, character, design or illumination; impact on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene. In addition, as stated within paragraph 132 of the NPPF, "the quality and character of places can suffer when advertisements are poorly sites and designed…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

The proposed signage will be sited on a unit within the Old Mill Square shopping precinct, a commercial area where signage of this nature is common. The fascia signs and projecting sign use built-up lettering and logos with internal LED illumination that produces a soft and diffuse light, avoiding harsh glare. The signage is of appropriate scale, design, and positioning, and will replace former Barclay's Bank signage.

The proposed LED digital screen is positioned internally, visible through shopfront glazing, and will operate between 11am–11pm in line with store hours. Its brightness is automatically adjusted depending on ambient light, minimising its impact during darker hours.

While a representation objected to light pollution and a potential urbanising effect, the signage has been designed to limit spill and complement surrounding shopfronts. It is not considered to materially impact the visual amenity of the area or erode the village character given the commercial setting.

Public Safety

The Advertisement Regulations state that factors relevant to public safety include the safety of persons using any highway; whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The signage would not obscure any sightlines or interfere with traffic signage or security equipment. Illumination levels are modest and fixed (non-flashing), complying with safety considerations. The proposed signage is not expected to pose a hazard to pedestrians or motorists.

Conclusion

Taking into account the site context, design of the signage, and its controlled illumination, the proposed advertisements are considered acceptable in terms of both amenity and public safety and comply with local and national planning policies including HDPF Policies 14, 32, 33, and paragraph 132 of the NPPF.

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 illumination of the proposed fascia and hanging sign shall be of a non-intermittent type.

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

4 **Advert Condition**: The intensity of illumination of the proposed fascia signs shall not exceed 580cd/m2.

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

5 **Advert Condition**: The intensity of illumination of the proposed hanging sign shall not exceed 450cd/m2.

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

6 **Advert Condition**: The signs hereby permitted shall only be illuminated during the hours of business use of the premises.

Reason: In the interests of amenity.

POSITIVE AND PROACTIVE STATEMENT

Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, in order to be able to, where possible, grant permission.

Plans list for: DC/24/1607

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Supporting Statement	Lighting Statement	13780-AEW-PJ005936-XX-PP-0001	03.12.2024
Location plan		none	16.10.2024
Block plan		none	16.10.2024
Elevation & Floor plan	Proposed and signage	none	16.10.2024
Details plan	Topographical Survey	1983-252_01_P	16.10.2024
Elevation & Floor plan	Existing and sections	1983-252_02_PES	16.10.2024
Photos		none	16.10.2024
Photos		none	16.10.2024

DELEGATED

Case Officer sign/initial Shazia Penne Date: 20.05.2025

Authorising Officer sign/initial RHERMITAGE Date: 05.12.2025