



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/1026

Tesco Superstore, Wickhurst Lane, Broadbridge Heath, West Sussex, RH12 3YU

DESCRIPTION:

Installation of three fascia signs, two digital screens and queue barrier signage.

RELEVANT PLANNING HISTORY:

DC/26/1025	Installation of a Class E(a) 'pod' and associated works.	Pending Consideration
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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

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:

The Parish Council has reviewed the application and raises the following observations:

The Council considers that the proposed food outlet is likely to result in an increase in vehicle movements and activity within the store car park and surrounding area. Whilst the application states that the facility will be accessible on foot, the Council believes it is reasonable to expect that a proportion of customers will travel by car specifically to use the new outlet. This may lead to increased traffic levels, changes to traffic flow patterns, and additional pressure on the already busy area at the front of the store.

The Council notes that the application documentation does not appear to specify the proposed hours of operation. This information is important in assessing the potential impact of the development on the operation of the site, parking provision, traffic movements, and the amenity of the surrounding area. The Parish Council therefore requests clarification regarding the intended opening hours.

In addition, the Council notes an apparent error within Section 4.1 of the Supporting Statement, which refers to Southwark Council as the Local Planning Authority rather than Horsham District Council. This should be corrected to ensure the application documentation accurately reflects the relevant planning authority.

The Parish Council requests that the Local Planning Authority carefully considers the potential traffic and operational impacts of the proposal before determining the application

Representations:

None received

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

The proposed development is for installation of three fascia signs, two digital screens and queue barrier signage at Tesco Superstore, Wickhurst Lane, Broadbridge Heath. The site is a smaller pedestrianised area to the front of the supermarket, positioned underneath the main roof canopy. The pod is sited to the right of the existing Timpson's retail 'pod' that was approved under DC/11/2691 (Erection of retail pod (Full Planning)). Immediately to the south of the site is the car park associated with Tesco. To the south of the site is The Bridge Leisure Centre and to the north Broadbridge Heath Retail Park. The area is very urbanised with the A24 to the east of the site.

The proposed development would be sited on Class E pod on relating application DC/26/1025 (Installation of a Class E(a) 'pod' and associated works).

The three fascia signs would be positioned 2.65m above the ground (base of advertisement) and would measure 2.5m in width and 350mm in height (maximum). These advertise the pod itself as a Bitesize Greggs. 'Bitesize' will be in yellow text with the Gregg's 'badge' logo with blue background, white text and orange 'quattro dots' next to this. These signs would be positioned on front and side elevations and would be illuminated to a value of 300cd/m². Given the surrounding context, it would be considered this would be acceptable given the highly urbanised locale.

Two 55" televisions will be mounted in portrait, positioned to the left-hand side of the front elevation. These will be large advertisements and positioned at eye level. Again, given the highly urbanised environment and though this sort of advertisement is not established in this location, it would be considered that this form of advertising would not disrupt the wider character of the area. These too will be conditioned to illuminance levels of 300cd/m².

To the front of the pod will be freestanding queue barriers. The queue barrier banner will be advertisements for Greggs itself finished predominately in blue to match the businesses colour scheme with text in white and orange.

Given the urbanised environment, it is considered that the proposal would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 26, 32, 33.

Other Matters

Given the environment with the proposal placed in a carpark, it is not envisaged that the advertisements would distract drivers within the car park as signs would be non-intermittent and the speeds typical to a carpark.

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 intensity of illumination of the proposed signs (including the televisions) shall not exceed 300 cd/m².

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

- 4 **Advert Condition:** The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of highway safety.

- 5 **Advert Condition:** The signs (including the televisions) 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/26/1026Schedule of plans/documents **approved:**

Plan Type	Description	Drawing Number	Received Date
Location plan	Existing	RSTH/S7170/01 REV B	29.07.2026
Block plan	Existing	NONE	24.06.2026
Block plan		RSTH/S7170/03 REV A	24.06.2026
Plans	Proposed GA	RSTH/S7170/05	24.06.2026
Elevation plan	Proposed	RSTH/S7170/06	24.06.2026

DELEGATED

Case Officer sign/initial J Burrowes Date: 24/09/2026

Authorising Officer sign/initial RHERMITAGE Date: 06.10.2026