Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/25/0030
Tesco Express, Redkiln Way, Horsham, West Sussex, RH13 5QH

DESCRIPTION:

Retention of existing freestanding sign, and proposed petrol pump signage (with retention of existing), and new canopy fascia signage with 'Eyebrow' LED down light lighting strips.

RELEVANT PLANNING HISTORY:

DC/25/0029	Replacement of existing fuel tanks, fills, pipework and forecourt with alterations to existing parking arrangements.	Pending Consideration
DC/19/1709	Advertisement consent for the erection of an internally illuminated pylon sign to entrance	Application Permitted on 11.10.2019
DC/20/1387	Removal of Condition 3 of previously approved application DC/13/2084 (Removal of Condition 13 of NH/100/95 (Erection of a petrol service station and car wash) in order to permit 24 hour opening) to allow for unrestricted, 24-hour delivery times of petrol and/or diesel tankers.	Application Permitted on 23.10.2020

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 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles

North Horsham Neighbourhood Plan:
North Horsham Neighbourhood Plan area was designated, then the area voluntarily withdrew the designation.

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:

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 application seeks Advertisement Consent for the retention of an existing freestanding sign, signage to the proposed petrol pumps and fascia signage to the new canopy (subject of Full Planning application reference DC/25/0029).

Policy 14 of the Horsham District Planning Framework (HDPF) states that advertisements, including hoardings, illumination of hoardings and illuminated fascia signs, should be sensitively design, 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; impair on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

Visual Amenity

The signage would be of similar size and proportions to the existing signage, with the design considered to appropriately reflect the character and visual appearance of the established site. The proposed signage is not therefore considered to be detrimental to the visual amenity of the buildings or area.

It is noted that the signage is proposed to be illuminated between 150cd/m and 300cd/m. The site is an established Petrol Filling Station within the built-up area boundary of Horsham which benefits from existing illuminated signage. The proposal would be of no greater illuminance than the existing situation, and it is not considered that the illumination of the signage would result in harm to the visual amenity and character of the locality. It is however considered reasonable to impose conditions on the illumination to limit this to business hours and no more than 300cd/m in order to mitigate the prominence of the development in evening hours.

Pedestrian and Highway Safety

Given the nature, location and siting of the signage, it is not considered that the proposal would impair pedestrian or highway safety.

Conclusion

The proposed retention of existing freestanding sign, and proposed petrol pump signage (with retention of existing), and new canopy fascia signage with 'Eyebrow' LED down light lighting strips would not harm the appearance of the building or wider street scene, and would not result in hazard to public safety, in accordance with the relevant policy.

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 sign shall not exceed 300 cd/m.

Reason: In the interests of highway safety.

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/25/0030
(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan	Location Plan	NONE	14.01.2025
Elevation plan	Proposed Signage Elevations	033P	14.01.2025
Plans	Proposed Signage Plan	080P	14.01.2025
Plans	Blade With Esso Logo	EXX-PMR14-BL001-01	15.01.2025
Plans	Kaola 250 Column	EXX-PMR14-K-C250-001	14.01.2025
Plans	Wave Spreader	EXX-PMR14-WV-001	14.01.2025

DELEGATED

Case Officer sign/initial Meg Bayliss Date: 19/03/2025

Authorising Officer sign/initial Tamara Dale Date: 24/03/2025