Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/25/0347
43-45 Co-Operative Stores, High Street, Steyning, West Sussex, BN44 3RE

DESCRIPTION:
Installation of a Digital display screen positioned inside the store.

RELEVANT PLANNING HISTORY:

DC/16/2398	1 x non-illuminated fascia, 1 x non-illuminated suspended logo and 2 x non-illuminated wall mounted aluminium panels	Application 08.12.2016	Permitted on
DC/16/1893	The installation of 1No. Non-illuminated surround sign and 1No. Non-illuminated logo panel (Advertisement Consent)	Application 20.10.2016	Permitted on
DC/16/1892	The installation of an automated teller machine (Full Planning)	Application 19.10.2016	Permitted on
DC/15/1316	Sign 1) Existing internal lighting to be re-lamped with LEDs in existing fascia. Sign 2) Wall mounted Remember your bags sign with applied vinyl text and image.	Application 07.08.2015	Permitted on

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

Steyning Neighbourhood Plan (made):
SNDP3 – Contribution to Character

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:
HDC Conservation: No Objection

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

Policy 14(3) of the Horsham District Planning Framework (HDPF) states that Advertisements, including hoardings, illumination of hoardings and illuminated fascia signs 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; impair on pedestrian or highway safety; or result in, or compound, the perception of clutter on the street scene.

The site is located within the Steyning Conservation Area. Policy 34 of the HDPF states that applications made within conservation areas will be required to: (2) Reflect the current best practice guidance produced by English Heritage and Conservation Area Character Statements; (3) Reinforce the special character of the district's historic environment through appropriate siting, scale, form and design; including the use of traditional materials and techniques; (4) Make a positive contribution to the character and distinctiveness of the area, and ensuring that development in conservation areas is consistent with the special character of those areas, and (7); Retain and improves the setting of heritage assets, including views, public rights of way, trees and landscape features, including historic public realm features.

The application site is the Co-Op retail store located on the west side of the High Street within the Steyning Conservation Area. Advertisement planning permission is sought to install a digital display screen positioned inside the store just behind the glass window frontage so as visible from outside, in order to display advertisements in the window of the store.

The proposed digital screen measures 556mm width, 968mm height, depth 76mm.and will be positioned on a stand such that the maximum height is 1900mm (approx.) Materials of the signage are aluminium, perspex, glass. Black Background with a visual display that will alternate different images.

The proposed signage detects light level outside and adjusts its own brightness so that during daylight the brightness is higher and on an evening the brightness is dimmer. The screen has a rating of 700 cd/m2 maximum brightness. The illumination of the sign is proposed during the trading hours only, and will be switched off at night time after the store closure.

Given the siting of the proposed signage within the frontage of the existing commercial operation of the Co-Op Store it is considered that the proposed would not harm the appearance of the building or wider streetscene, and would not result in hazard to public safety. Following consultation with the Council's Conservation Officer, no objection was raised with regards to the proposed arrangement in terms of the proposal's heritage impact. With the above in mind, the proposal is considered to accord with the provision of policies 14 and 34 of the HDPF.

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 700cd/m2.

Reason: In the interests of public amenity and 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/25/0347

Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Location plan		none	05.03.2025
Floor plan	and Indoor Digital Screen	01	05.03.2025
Elevation plan	Existing and Proposed	02	05.03.2025
Location plan		03	05.03.2025

DELEGATED

Case Officer sign/initial	Steve Astles	Date:	12.05.2025
Authorising Officer sign/initial	RHERMITAGE	Date:	20.05.2025