



LEWIS & CO

PLANNING STATEMENT

44 KEYMER RD, HASSOCKS BN6 8AR

ON BEHALF OF: HAWTHORN VETINARY PRACTICE LTD



Client: Hawthorn Veterinary Practice Ltd

Site Location: 44 Keymer Rd, Hassocks BN6 8AR

Job History:

Version	Date	Author	Checked	Notes
V1	02/02/2025	TD	SB	Initial draft
V2	03/03/2025	TD	Client	Final



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1.0 INTRODUCTION AND SUMMARY

- 1.1 This statement is submitted on behalf of Hawthorn Veterinary Practice Ltd in support of the application for consent to display adverts at 44 Keymer Road, Hassocks.
- 1.2 Advertisement consent is sought for the display of directional signage towards business premises. The sign will include the company logo, name, brief description and other branch locations. The reason for this application for advertisement consent is because the sign directing people towards the business at 44b Keymer Road is located on a separate business premises (44 Keymer Road). This falls outside the deemed consent regulations, therefore requiring consent from the local authority.
- 1.3 Hawthorn Veterinary Surgeries is a well-established, independent veterinary practice dedicated to providing high-quality care for pets across its multiple locations. Their experienced team of vets, nurses, and support staff are committed to the health and well-being of animals, offering a wide range of medical, surgical, and preventative treatments. As a locally focused practice, Hawthorn Vets values its role within the community. The practice's dedication to animal welfare and client satisfaction will make it a key asset to the local area, warranting the need to advertise its location, away from the main thoroughfare of Keymer Road.
- 1.4 This statement should be read in conjunction with the application form, and following drawings supplied by BPM Architectural services Ltd.
 - Existing Elevation and Plans (with location plan)
 - Proposed Elevation and Plans (with block plan)
- 1.5 This statement demonstrates that advertisement consent should be granted. Analysis is provided of:
 - The site and area
 - The proposed advertisement
 - Planning policy compliance



2.0 APPLICATION SITE & SURROUNDING AREA

- 2.1 The veterinary practice is located down Parklands Road off Keymer Road at 44b Keymer Road. The property which would display the advert is part of the same building, fronting Keymer Road, in central Hassocks. This road is the main commercial thoroughfare of the village. The advert will therefore be located and read within the context of the main high street area.

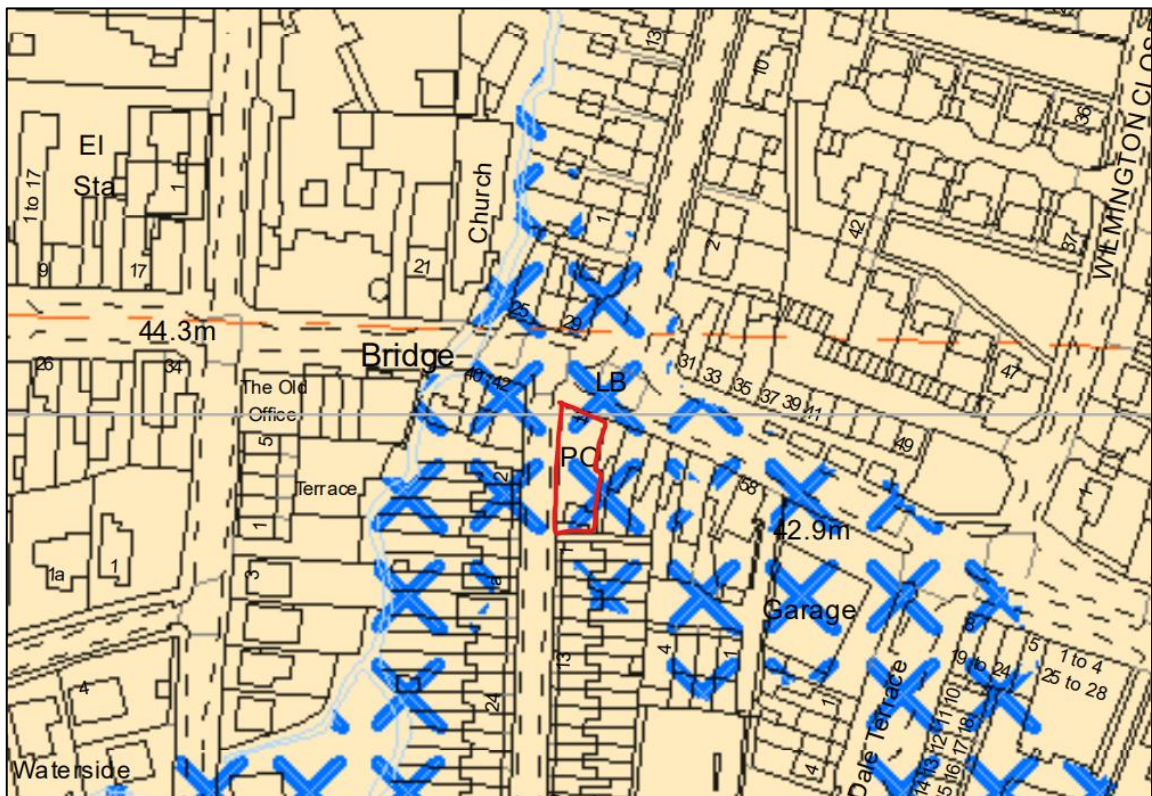


(Satellite image showing the approximate site boundary left)

- 2.2 There are no designated heritage assets within or immediately adjacent to the Site. The site is also not in an area of advert control.
- 2.3 There are a number of advertisements seen within the surrounding area, these are shown below. Key adverts of interest are at 42 Keymer Rd, Hassocks BN6 8AP and 46 Keymer Rd, Hassocks BN6 8AR. 42 Keymer Road shows an example of gable end advertising on the same road as the proposed 44b Keymer Road advertisement. 46 Keymer Road shows an elaborate mural just 15m from the proposed site which is visually engaging and unique.



(42 Keymer Road left, 46 Keymer Road right)



(Extract of MSDC policy map)

- 2.4 The above policy map also shows the site is not restricted by any Policy Areas and is set within the built-up area boundary.
- 2.5 The site is within a flood zone but due to the nature of the application this is not a relevant consideration in its determination.



3.0 PLANNING HISTORY

- 3.1 The Council's online planning register identifies no relevant planning applications have been made on site.



4.0 PROPOSED DEVELOPMENT

- 4.1 Advertisement consent is sought for the erection of an advert board attached to the western elevation of Morrisons building (44 Keymer Road) this will direct people towards the entrance of 44b Keymer Road which is the location of the veterinary practice to be advertised.
- 4.2 The advertisement design is shown below:



(Advert design)

- 4.3 The advert board will be 1.58m x 1.05m. The height of the advert's lowest point from the street level is 1.79m. The advert will not project more than its thickness (3mm) nor will it illuminate.
- 4.4 The material will be aluminium board with a matt finish to avoid any reflection or glare from light. The thickness of the board is 3mm.
- 4.5 Its location in relation to the gable end of 44 Keymer Road is shown on the submitted plans and images overleaf.



(Satellite image, location of advert and location of business premises)



(Street photograph, location of advert and location of closest business' entrance door)



(Location of advert in situ - not to scale - indicative and approximate photomontage)

- 4.6 The entire western elevation 44 will be repainted fresh white alongside the installation of the advertisement, improving the visual quality of the wall. Permission is not required from the Council for this, and this does not form part of this advertisement consent application.



5.0 PLANNING POLICY COMPLIANCE

- 5.1 The following local planning policies and guidance are relevant to the application for advertisement consent at 44 Keymer Road. A summary of the scheme's compliance with the objectives and criteria of local and national policies is detailed below. There are no specific Supplementary Planning Documents (SPD) or policies within the Mid Sussex Local Plan that relate to the control of advertisements specifically.

National Planning Policy Framework 2024

Paragraph 141: The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Principle of advertisement

- 5.2 The primary purpose of this advertisement is to guide pedestrians from the main road to a newly established veterinary practice, which would otherwise be difficult to locate. The advert's placement on the gable end of 44 Keymer Road, rather than on the veterinary practice itself, ensures maximum visibility.
- 5.3 The veterinary practice seeks to make a meaningful contribution to the Hassocks community by providing high-quality care for local pet owners. This advertisement will enhance awareness of the practice's location, increasing foot traffic and ensuring residents can easily access its services.
- 5.4 The National Planning Policy Framework (NPPF) states that advertisements should be managed with regard to both amenity and public safety. The following sections address these considerations, with reference to relevant Mid Sussex District Council policies.



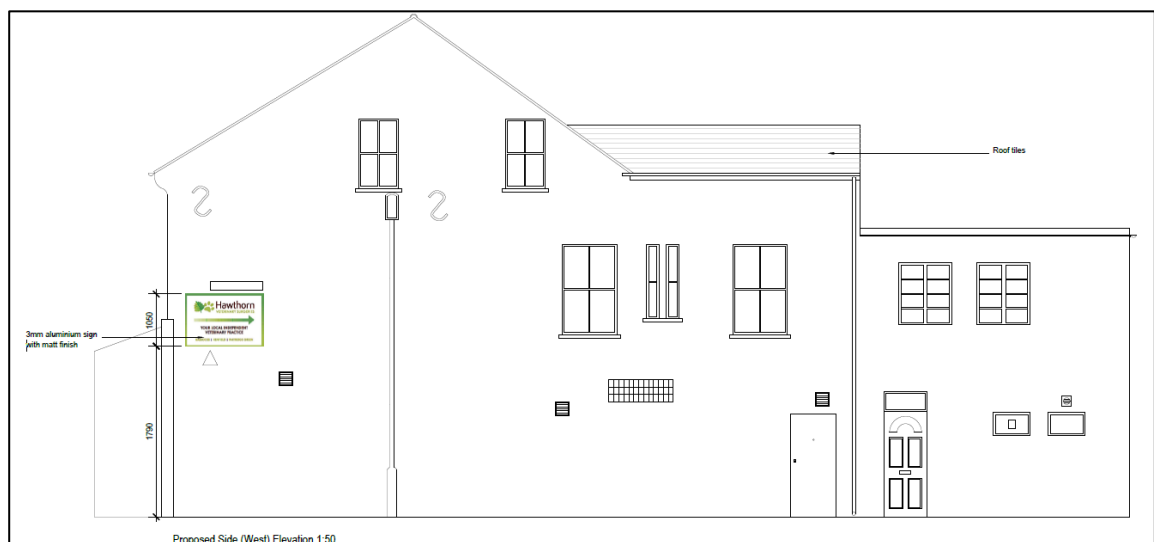
Visual impact and amenity

- 5.5 There are no specific policies within the Mid Sussex Local Plan or the Hassocks Neighbourhood Plan that relate to advertisements. Adverts can only be assessed against their impact on amenity and public safety. In this case, Policy DP26 (Character and Design) of the Mid Sussex Local Plan is the closest policy relating to visual impact and amenity, it has therefore been used in the assessment of this scheme. The most relevant parts of Policy DP26 relate to townscape design and area character, stating developments should “protect valued townscapes and the separate identity and character of towns and villages” and “create a sense of place while addressing the character and scale of the surrounding buildings and landscape”.
- 5.6 The advertisement would be situated in the main commercial area within the Hassocks townscape, this townscape having various examples of different advertisement styles. Notably, the building opposite, at 42 Keymer Road, also uses its gable end for advertising, effectively attracting the attention of pedestrians walking westward along Keymer Road. The advert subject to this application proposes to replicate that advertising style, for those walking eastward, on the gable end of 44 Keymer Road.
- 5.7 The proposed colour scheme of green and white is a considered and unobtrusive choice, particularly on a white-rendered building. The white background seamlessly integrates with the east elevation of 44 Keymer Road, while the green arrow and border ensure visibility at the necessary distances without appearing overly bright or garish from afar.
- 5.8 The advertisement’s scale is appropriate for its intended purpose, being legible to pedestrians nearby without overwhelming the streetscape. Its size remains in harmony with existing advertisements in the area, such as those at 42 and 46 Keymer Road. The elaborate mural at 46 Keymer Road and the gable-end advertisement at 42 Keymer Road establish a pattern for similar displays. Given this context, the proposed advert would be in keeping with the character of the area and is fully supported by Local Policy DP26.



Highways and public safety

- 5.9 "As noted, Mid Sussex's planning policy does not include a specific advertisement policy or Supplementary Planning Document (SPD). However, Policy DP26 contains a relevant provision regarding pedestrian legibility, stating that development should create a pedestrian-friendly layout that is safe, well-connected, legible, and accessible. The proposed advertisement board would be positioned just below the existing topmost street name sign on the gable end of 44 Keymer Road, as illustrated below."
- 5.10 The scale of the advert is suitable for its purpose, being readable to those only passing close by. Passing vehicles would not be distracted by the advert due to its unostentatious nature, the advert is neither prominent nor illuminated, meaning traffic safety is maintained.



(Proposed Elevation of 44 Keymer Road)

- 5.11 With regard to highways signage, there are two road signs for Parklands Road, both clearly visible to drivers and pedestrians. The advertisement board does not obstruct or reduce the readability of the signs due to its contrasting colour palette. The green and white advertisement contrasts with the dark blue road signs, ensuring clear differentiation for both pedestrians and vehicles.
- 5.12 To conclude, the proposed advertisement board complies with the relevant provisions of Mid Sussex's planning policy, specifically Policy DP26, by maintaining



pedestrian legibility and safety. Its placement on the gable end of 44 Keymer Road ensures it is unobtrusive to both pedestrians and passing vehicles, supporting the goal of creating a pedestrian-friendly environment. Furthermore, the positioning of the advertisement does not obstruct or interfere with existing road signs, retaining clarity for all users of the space. As such, the proposal respects both safety standards and the aesthetic integrity of the area.



6.0 CONCLUSIONS

- 6.1 This statement has been prepared on behalf of Hawthorn Veterinary Practice Ltd in support of an application for advertisement consent at 44 Keymer Road, Hassocks. The proposed advertisement is intended to alert pedestrians from the main road to the existence of the veterinary practice, which is located on Parklands Road and not immediately visible from Keymer Road.
- 6.2 The advertisement will be a non-illuminated aluminium board, measuring 1.58m x 1.05m, mounted on the eastern gable end of 44 Keymer Road. It will feature a green and white colour scheme, designed to be clear and legible without being intrusive or garish. The white background blends seamlessly with the rendered façade, while the green arrow and border ensure visibility at appropriate distances.
- 6.3 There are no heritage assets or advertisement control areas affecting the site, and the proposal complies with national and local planning policies. As there are no specific advertisement policies in the Mid Sussex Local Plan, the application has been assessed against Policy DP26, which seeks to protect townscape character while allowing appropriate development. The advertisement is considered to be in keeping with the visual character of the area.
- 6.4 In terms of public safety, the advertisement has been designed to ensure it does not obstruct road signs or distract passing vehicles. It is positioned below the existing street name sign and contrasts clearly with road signage at ground level to maintain pedestrian and vehicular legibility.
- 6.5 Overall, the proposed advertisement is a necessary and appropriate addition to the streetscape, providing clear directional signage while respecting the surrounding environment. The application demonstrates compliance with relevant planning policies, and advertisement consent should therefore be granted.

Lewis and Co Planning
MARCH 2025