
**FULL PLANNING, CONSENT TO DISPLAY
ADVERTISEMENT AND
VARIATION OF CONDITION
APPLICATION TO
MID SUSSEX DISTRICT COUNCIL
BY
MR AKAM HAMA HASSAN
FOR
PROPOSED CHANGE OF USE FROM A3 SPECIALTY
COFFEE CAFE TO RETAIL USE WITHIN CLASS E
(FORMERLY A1); INSTALLATION OF NEW SIGNAGE;
EXTENSION OF OPENING HOURS, AND USE OF
PAVEMENT AREA AT
101 SOUTH ROAD, HAYWARDS HEATH,
RH16 4LR**

**PLANNING STATEMENT
APRIL 2026**

**Applicant: TOP STORE SHOP LTD
Owner: AKAM HAMA HASSAN**

1. INTRODUCTION

1.1 This Planning Statement is submitted in support of a full planning application to Mid Sussex District Council on behalf of TOP STORE SHOP LTD.

1.2 The proposal represents a sustainable and policy-compliant form of development within a designated town centre location.

1.3 The application seeks consent for:

- Change of use from former A3 café to Retail use within Class E (formerly A1)
- Installation of new shopfront signage (illuminated fascia and vinyl sign)
- Extension of opening hours
- Use of a small section of pavement to accommodate a removable display shelf

1.4 The statement should be read in conjunction with the following submitted as required forming the planning application.

- Location Plan
- Block/Site Plan
- Existing + Proposed Frontal Elevation Plan
- Proposed Internal illumination Fascia and Vinyl Poster Signage Design
- CCTV and Pavement Design – Floor Plan
- Existing + Proposed Pavement Floor Plan
- Flood Risk Map for Planning

2. SITE CONTEXT AND PLANNING POSITION

2.1 The application site is located within South Road, Haywards Heath — a well-established primary retail frontage forming part of the town centre.

2.2 The surrounding area is characterized by:

- Active commercial frontages
- High pedestrian footfall
- A mix of retail, café, and service uses

2.3 As such, the site is highly suitable for flexible Class E uses, including retail. The National Planning Policy Framework (NPPF) strongly supports the vitality and viability of town centers, encouraging a diverse retail offer and extended activity throughout the day and evening.

2.4 The proposal aligns fully with these objectives by introducing a convenience retail use that supports local needs.

2.5 The site is not located within a Conservation Area and does not contain a Listed Building.



Shop Frontage Photo

3. PROPOSED CHANGE OF USE

3.1 The proposal seeks to change the premises from a café use to a retail grocery store.

3.2 While both uses fall within Class E, the proposed retail function provides:

- Greater accessibility to essential goods
- Increased flexibility of use
- Enhanced contribution to the daytime and evening economy

3.3 The business will operate as a convenience store selling:

- Packaged food and snacks
- Soft drinks and juices
- Tobacco and vape products

3.4 Importantly:

- No alcohol sales are proposed
- No hot food takeaway use is proposed
- No raw meat or odour-generating activities are involved

3.5 This ensures the use remains low impact in terms of noise, disturbance, and environmental effects.

4. SIGNAGE PROPOSALS

4.1 The application includes two signs:

A. Internally illuminated fascia sign

- Size: 1300mm (H) x 4000mm (W) x 50mm (D)
- Positioned at high level above the shopfront
- LED illumination designed to be modest and energy-efficient

B. Non-illuminated vinyl sign

- Size: 1300mm (H) x 2650mm (W)
- 180 GSM material
- Positioned flush on the left-hand elevation

4.2 The signage has been carefully designed to:

- Respect the scale and proportions of the building
- Integrate with the existing street scene
- Avoid excessive brightness or visual clutter

4.3 The proposal is consistent with established signage along South Road and will enhance the commercial appearance of the unit.

5. EXTENSION OF OPENING HOURS

5.1 The proposed opening hours are:

- ❖ Sunday to Friday: 07:00 – 24:00
- ❖ Saturday: 07:00 – 01:00

5.2 The site is located within a town centre environment where extended trading hours are expected and appropriate.

5.3 Key justifications include:

- The provision of essential goods outside standard working hours
- Support for shift workers and local residents
- Alignment with other convenience retail operations in similar locations

5.4 Crucially:

- The use does not involve alcohol sales
- The use does not generate significant noise
- Customer visits are short and low intensity

5.5 The previous temporary restriction (until 22:30) was linked to a café use, which typically generates more noise and dwell time. In contrast, a convenience retail use results in quicker transactions and reduced on-site congregation.

5.6 Therefore, the proposed hours represent a less intensive and more controlled form of activity, despite the extended timeframe.

6. PAVEMENT DISPLAY PROPOSAL

6.1 The proposal includes a small, well-managed external display:

- Wooden shelf size: 2000mm (W) x 1400mm (H) x 400mm (D)

6.2 Operational controls:

- Installed only during opening hours
- Removed daily after closing
- Positioned to maintain clear pedestrian access

6.3 The display is modest, reversible, and typical of town centre retail practice. It will not impede movement or compromise highway safety.

7. AMENITY AND IMPACT

7.1 Residential Amenity:

- The site's town centre location establishes a baseline of activity where extended hours are expected.
- The proposed use is inherently low impact because:
 - No amplified music or seating areas are proposed
 - No cooking odours or extraction systems are required
 - No alcohol-related disturbance

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- Additionally, the operator will implement:
 - CCTV monitoring
 - Challenge 25 policy
 - Active management of customer behavior
 - These measures ensure that residential amenity is fully protected.

7.2 Highways and Safety:

- The development does not alter access arrangements and will not increase traffic hazards. The pavement display is limited in scale and carefully positioned.

7.3 Site Restrictions

- There are currently no known development restrictions on this site. The site is located in a Level 1 flood risk zone, meaning an area with a low probability of flooding. Furthermore, the site area is less than 1 hectare; therefore, no flood risk assessment has been conducted.

8. RELEVANT PLANNING HISTORY

- 8.1 The site is currently vacant and has no relevant recent planning history affecting this proposal.
(There may be some related previous applications for the purposes of this planning application.)

PLANNING POLICY CONSIDERATION

POLICY SUPPORT

The proposal is supported by:

- National Planning Policy Framework (NPPF) – promoting town centre vitality and economic growth
- Local planning objectives encouraging active retail frontages and flexible Class E uses

The development makes efficient use of an existing commercial unit and contributes positively to the local economy.

NOISE AND MANAGEMENT PLAN

In recognition of the proposed extended opening hours, the applicant is committed to implementing robust management measures to ensure that the operation of the premises does not give rise to unacceptable impacts on neighboring occupiers or the surrounding area.

The nature of the proposed retail use is inherently low-impact, involving short-duration customer visits and no amplified sound, cooking extraction systems, or alcohol-related activity. Nevertheless, the following measures will be strictly implemented:

- No external speakers or amplified music will be installed or used at any time

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- Customers will not be permitted to loiter outside the premises
 - Clear signage will be displayed requesting customers to respect neighbors and leave quietly, particularly during late hours
 - Staff will actively monitor and manage the immediate frontage area, especially during evening periods
 - The external wooden display shelf will be removed daily after closing, ensuring no overnight street presence
 - Deliveries and waste collection will be restricted to daytime hours where practicable

A comprehensive CCTV system will be installed covering both internal areas and the shopfront. This will:

- Act as a deterrent to anti-social behavior
- Enable monitoring of activity outside the premises
- Support compliance with all operational policies

In addition, the business will operate a strict Challenge 25 policy in relation to age-restricted sales, ensuring responsible retail practices at all times.

Due to the absence of alcohol sales, seating areas, or takeaway hot food use, the proposal avoids the primary causes of late-night disturbance typically associated with extended trading hours.

The applicant is committed to working proactively with the Local Authority and, if required, accepts that reasonable and proportionate conditions may be imposed to secure the ongoing protection of residential amenity.

Overall, the proposed management approach ensures that the extended opening hours can be accommodated without harm to the character of the area or the living conditions of nearby residents.

CONCLUSION

The proposed development represents a well-considered, policy-compliant and sustainable scheme.

- The change of use supports local retail needs
- The signage enhances the visual quality of the shopfront
- The extended hours are appropriate and justified in a town centre context
- The pavement display is minor and well-managed

The proposal will strengthen the vitality of South Road while maintaining a high standard of amenity and public safety.

In light of the above, the application is respectfully recommended for approval without delay.

END
