

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/0204	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	Proposed 1 No Fascia Sign and 1 No Projecting Sign.		
Site:	Unit 11, Queens Walk, East Grinstead, West Sussex, RH19 4DW, , ,		
Validation Date	27 Jan 2025	Overall Expiry Date:	20 Feb 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	6 Mar 2025
Target Date:	24 Mar 2025	Recommending Officer Signature:	<i>Catherine Cardin</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Steven King</i>	Date:	7 Mar 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/0204

**Unit 11, Queens Walk, East Grinstead, West Sussex, RH19 4DW, ,
Proposed 1 No Fascia Sign and 1 No Projecting Sign.
Coffee#1 Ltd**

SUMMARY OF REPRESENTATIONS

None received.

SUMMARY OF CONSULTEES

TOWN COUNCIL REPRESENTATIONS

No comment.

INTRODUCTION

Planning permission is sought for one fascia sign and one projecting sign.

RELEVANT PLANNING HISTORY

GR/224/74- Three internally illuminated fascia signs reading "Martells". Permission.

02/01784/FUL- New fire escape staircase from first floor to ground floor via existing flat roof area. Permission.

GR/256/87- Parade of retail shops. Non determination.

GR/204/89- Development of shopping centre with garage and public toilets. Permission.

GR/051/96- Outline application: new retail development, public toilets, management offices, mall and car park upgrading. Permission.

GR/254/96- Change of use of part of the site from storage to retail and new customer entrance. Permission.

GR/076/97- 1 no. fascia board sign/band. 2 no. box sign (both non-illuminated). Permission.

GR/126/98- Change of use from existing depository storage to retail sales area. Permission.

GR/136/99- Renewal of unimplemented outline application. new retail development, public toilets, management offices, mall and car park upgrading. Permission.

08/02998/FUL- New shop entrance from Queens Walk in to department store. Permission.

DM/15/5067- Demolition of the existing retail premises on the northern side of Queens Walk along with 1-4 Normans Gardens and 26-38a Queens Road for mixed use development comprising new retail (1,624sqm) and 129 residential apartments along with necessary supporting infrastructure to include: waste and refuse facilities, plant and ventilation, servicing, car parking and cycle storage. (Amended plans received). Permission.

DM/17/3645- Variation of conditions 24 (Energy Strategy) and 28 (Approved Plans) relating to planning application DM/15/5067 including: revisions to internal layout, mix and circulation; alterations to external appearance and proposed materials; additional on site car parking; and, alternative energy strategy. Permission.

DM/17/3307- Demolition of the existing retail premises on the northern side of Queens Walk along with 1-4 Normans Gardens and 26-38A Queens Road. Prior approval not required.

SITE AND SURROUNDINGS

Unit 11, Queens Walk is a unit within a six-storey terrace building located on the northern side of Queens Walk. The retail unit is currently vacant. The property has flats located above.

The surrounding area is mainly commercial. In terms of planning policy, the site lies within the Town Centre boundary, as defined in the Neighbourhood Plan .

APPLICATION DETAILS

The proposal seeks to install signage to the front of the property, consisting of a fascia sign located above the doors of the unit, and a projecting sign positioned to the west side of the fascia sign.

The internally illuminated fascia sign is to be sited on the existing shopfront some 3 metres from ground level. It is to measure some 1.7 metres in width, displaying the text 'Coffee#1' some 0.3 metres in height. The fascia sign is internally illuminated with a luminance level of 250 cd. The text colour of the fascia sign would be white, on a dark matte green background.

The internally and externally illuminated projecting sign is to be set at a first-floor level some 3.6 metres from ground level. This would be a square sign measuring some 0.7 metres in width and height, with a depth of some 0.1 metres. This will display the text 'Coffee#1' some 0.1 metres in height. The internal lighting is set within troughs fixed either side of the projecting arm. This sign would be internally and externally illuminated to a luminance level of 250 cd. The text colour of the projecting sign would be white, on a dark matte green background. The sign would project to a maximum projection of approximately 1 metre.

LEGAL FRAMEWORK AND LIST OF POLICIES

Planning legislation holds that the determination of a planning application shall be made in accordance with the Development Plan unless material considerations indicate otherwise.

Using this as the starting point the development plan for this part of Mid Sussex consists of the District Plan, Site Allocations Development Plan Document (DPD) and the East Grinstead Neighbourhood Plan.

National policy (which is contained in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance) does not form part of the development plan, but is an important material consideration.

Mid Sussex District Plan

The District Plan was adopted at Full Council on 28th March 2018.

Relevant policies:

DP21 - Transport

DP26 - Character and Design

Neighbourhood Plan

East Grinstead Neighbourhood Plan (made 2016)

Relevant policies:

Policy EG3 - Promoting Good Design

Other Legislation

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Other Material Considerations

Mid Sussex District Plan 2021 - 2039 - Submission Draft (Regulation 19)

The District Council is reviewing and updating the District Plan. Upon adoption, the new District Plan 2021 - 2039 will replace the current District Plan 2014-2031 and its policies will have full weight. In

accordance with the NPPF, Local Planning Authorities may give weight to relevant policies of the emerging plan according to the stage of preparation; the extent to which there are unresolved objections to the relevant policies; and the degree of consistency of the relevant policies in the emerging plan to the NPPF. The draft District Plan 2021-2039 (Regulation 19) is currently at Examination and the stage 1 hearings were concluded on the 31st October 2024. There are unresolved objections to some of the Policies in the draft District Plan and as such, only minimal weight can be given to the Plan and this planning application has been assessed against the policies of the adopted District Plan.

Relevant policies:

DPB1 - Character and Design

Mid Sussex Design Guide Supplementary Planning Document (SPD)

The Council has adopted a 'Mid Sussex Design Guide' SPD that aims to help deliver high quality development across the district that responds appropriately to its context and is inclusive and sustainable. The Design Guide was adopted by Council on 4th November 2020 as an SPD for use in the consideration and determination of planning applications. The SPD is a material consideration in the determination of planning applications.

National Planning Policy Framework (NPPF) (December 2024)

ASSESSMENT

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that:

'3.—(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and*
- (b) any other relevant factors.*

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.'

Paragraph 141 Of the NPPF states that:

'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'.

Impact on Visual Amenity

Policy DP26 of the Mid Sussex District Plan states:

'All development and surrounding spaces, including alterations and extensions to existing buildings and replacement dwellings, will be well designed and reflect the distinctive character of the towns and villages while being sensitive to the countryside. All applicants will be required to demonstrate that development:

- o is of high quality design and layout and includes appropriate landscaping and greenspace;*

- o contributes positively to, and clearly defines, public and private realms and should normally be designed with active building frontages facing streets and public open spaces to animate and provide natural surveillance;*
- o creates a sense of place while addressing the character and scale of the surrounding buildings and landscape*
- o protects open spaces, trees and gardens that contribute to the character of the area;*
- o protects valued townscapes and the separate identity and character of towns and villages;*
- o does not cause significant harm to the amenities of existing nearby residents and future occupants of new dwellings, including taking account of the impact on privacy, outlook, daylight and sunlight, and noise, air and light pollution (see Policy DP27);*
- o creates a pedestrian-friendly layout that is safe, well connected, legible and accessible;*
- o incorporates well integrated parking that does not dominate the street environment, particularly where high density housing is proposed;*
- o positively addresses sustainability considerations in the layout and the building design;*
- o take the opportunity to encourage community interaction by creating layouts with a strong neighbourhood focus/centre; larger (300+ unit) schemes will also normally be expected to incorporate a mixed use element;*
- o optimises the potential of the site to accommodate development.'*

Policy EG3 of the East Grinstead Neighbourhood Plan states that:

'Policy EG3 - Promoting Good Design

Planning permission will normally be granted where development proposals meet the following criteria:

- a) The form of the proposed development is proportionate and in keeping with the scale, height, materials and site coverage of the surrounding area;*
- b) The layout of the proposed development respects the topography and character of the site, protects important landscape features and does not harm adjoining amenity;*
- c) The proposal does not result in the loss of buildings or spaces that would have an unacceptable impact on the character of the area;*
- d) The proposal ensures satisfactory means of access for vehicles and pedestrians and provides adequate parking, cycle storage and refuse facilities on site;*
- e) The design of new buildings and the layout of spaces, including footways, car and cycle parking areas, should be permeable and provide connectivity with neighbouring areas;*
- f) New development must be inclusive and where appropriate make satisfactory provision for the safe and easy access for those with mobility impairment; and*
- g) The design of new developments must result in the creation of a safe and secure environment and incorporate adequate security measures and features to deter crime, fear of crime, disorder and anti-social behaviour; and*
- h) Proposals make provision for green infrastructure and biodiversity enhancement. Due to infrastructure constraints within the town, all new development proposals, which generate a net increase in traffic (excluding householder applications), will be required to contribute towards improving the walking and cycle network related to the development and be of a recognised acceptable standard.'*

The site is located within East Grinstead Town Centre, where there is a variety of signage and shop front designs.

The signage is considered to be appropriate and proportionate in its size, nature and design. There are a variety of external materials within the locality and existing illuminated signage. Taking into account the above, the proposal is considered to have an acceptable impact upon visual amenity of the street scene and in terms of design and character. It is therefore considered to comply with policy DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide and policy EG3 of the East Grinstead Neighbourhood Plan.

Public safety

Having regard to the consideration of public safety set out at Regulation 3(2)(b) (as amended) and the generality of 'any other relevant factors'. The relevant issue in respect to this application is the safety of highway users.

Policy DP21 of the Mid Sussex District Plan relates to transport and states that development proposals should protect the safety of road users and pedestrians. The proposed signage would be illuminated,

however, there are already illuminated signs within the wider street scene. The signs are proposed to be illuminated to a level of 250 cd, which is consistent with the surrounding properties with illuminated signage and is therefore considered to be in keeping with the character of the area. As the illumination is static, the proposal is not considered to create a public safety issue.

Overall, it is considered that the proposed signage would not result in an adverse impact in relation to public safety. The proposal therefore accords with policy DP21 of the District Plan.

CONCLUSION

The proposed signs are considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. There would also not be an adverse impact on highways safety as a result of the development.

The proposal is therefore considered to comply with policies DP21 and DP26 of the Mid Sussex District Plan, policy EG3 of the East Grinstead Neighbourhood Plan, the Mid Sussex Design Guide, the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the relevant contents of the NPPF.

Decision: Permission

Case Officer: Catherine Cardin