

Delegated Decision

Sign off Sheet

Ref. No:	DM/24/2725	Case Officer:	Peter Davies
Application Type:	Advertisement Application		
Proposal:	New signage to front and side elevations. 2 signs with the store's logo, 2 menu boards, and 4 parking signs.		
Site:	Carpetright, 220 - 228 London Road, East Grinstead, West Sussex, RH19 1HF, , ,		
Validation Date	23 Dec 2024	Overall Expiry Date:	23 Jan 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	19 Feb 2025
Target Date:	17 Feb 2025	Recommending Officer Signature:	Peter Davies

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Stephen Ashdown	Date:	20 Feb 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/24/2725

**Carpetright, 220 - 228 London Road, East Grinstead, West Sussex, RH19 1HF, ,
New signage to front and side elevations. 2 signs with the store's logo, 2 menu boards, and 4
parking signs.
Collingwood**

LETTERS OF REPRESENTATION

None received.

SUMMARY OF CONSULTEES

WSCC Highways

Standing advice for advertisement consent applications unless there is a special case where standing advice cannot be followed.

TOWN COUNCIL OBSERVATIONS

No comment

INTRODUCTION

The application seeks advert consent for new shop signage to the front and side elevation consisting of 2 no. signs with store logo, 2 no. menu boards and 4 no. parking signs.

RELEVANT PLANNING HISTORY

03/00512/FUL - Renovation including (roof replacement) and extension of an existing building to provide a non-food retail unit, showroom and associated car parking. (Amended plans received altering design of building plus other minor alterations). Permission.

DM/17/3773 - 1 no. replacement non illuminated double sided free standing sign. Permission

DM/24/1976 - Alterations to fenestration and facade materials. Existing roof to be repaired with EPDM, existing entrance to be removed and a new entrance to be built on Garland Road. Permission

SITE AND SURROUNDINGS

The application site lies within the built-up area of East Grinstead.

The application relates to 220-228 London Road, an industrial style building set to the south-eastern corner of the junction between London Road and Garland Road. The unit adjoins a residential apartment block immediately to the east.

The existing unit is composed of a brick plinth, and externally clad in ecoscape composite cladding in both black and brown with extensive glazing presented to the streetside along London Road. A number of other vendors and services can be observed along the stretch of London Road as to which the unit is sited.

APPLICATION DETAILS

The application seeks advertisement consent for aluminium built up letters powder coated in satin white with the name of the store saying 'Collingwood Batchellor your home'. These will be across the northeast

and north west elevations. The lettering across the northeast elevation facing London Road will be halo lit and the lettering on Garland Road will be down lit. the lighting will be 25-32 lumens per module with a total of 403 modules.

New menu boards are proposed on both the northwest and northeast elevations with a size of 1.50 metres by 2.50 metres. These will be an aluminium composite panel advertising the business.

Along the northwest elevation will be 4 no. aluminium composite parking signs with a size of 0.90 metres by 0.40 metres.

The works have been completed.

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 Document and the East Grinstead Neighbourhood Plan.

National policy (which is contained in the National Planning Policy Framework 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

Site Allocations DPD

The SADPD was adopted on 29th June 2022. It allocates sufficient housing and employment land to meet identified needs to 2031.

No relevant policies.

East Grinstead Neighbourhood Plan (made November 2016)

Relevant policies:

EG3 - Promoting Good Design

Mid Sussex District Plan 2021-2039 Consultation Draft

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 stage 1 hearings were concluded on the 31st October 2024. There are unresolved objections to the majority of 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:

DPN8 - Light Impacts and Dark Skies

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 POLICY

- The National Planning Policy Framework (NPPF) December 2024
- Planning Practice Guidance
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007

ASSESSMENT

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that:

'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'. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and factors relevant to public safety include the safety of persons using any highway (amongst others) and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign (amongst others).'

Paragraph 141 of the National Planning Policy Framework states:

'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 advertisement, 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:

- *is of high quality design and layout and includes appropriate landscaping and greenspace;*
- *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;*
- *creates a sense of place while addressing the character and scale of the surrounding buildings and landscape;*
- *protects open spaces, trees and gardens that contribute to the character of the area;*
- *protects valued townscapes and the separate identity and character of towns and villages;*
- *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);*
- *creates a pedestrian-friendly layout that is safe, well connected, legible and accessible;*
- *incorporates well integrated parking that does not dominate the street environment, particularly where high density housing is proposed;*
- *positively addresses sustainability considerations in the layout and the building design;*

- *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;*
- *optimises the potential of the site to accommodate development.'*

Policy EG3 of the East Grinstead Neighbourhood Plan states:

'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 proposed signage would replace existing shop signage on the building and would be appropriate in terms of scale and design. There would be no adverse impact on the visual amenities of the area. 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 considered to comply with policy DP26 of the Mid Sussex District Plan and policy EG3 of the East Grinstead Neighbourhood Plan.

Public Safety

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.

Given the nature of the proposed replacing existing advertisements within a commercial setting it is not considered to be harmful to public safety, thereby according with policy DP21 of the Mid Sussex District plan.

CONCLUSION

The proposed signs are considered to be appropriate in terms of the design, size, colour, materials, and siting and is not considered to detract from the visual amenity of the area or represent a public safety issue. The proposal therefore accords with policies DP21 and DP26 of the Mid Sussex District Plan, Policy EG3 of the East Grinstead Neighbourhood Plan, and the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Decision: Permission

Case Officer: Peter Davies