

Our ref: Planning/158008

Planning Ref: PP-14530398

1st December 2025

Mid Sussex District Council

For the attention of the Planning Department

To whom it may concern.

Application for Consent to Display an Advertisement at the premises of:

Suzuki (Dinnages)
22 – 24 Wivelsfield Rd
Haywards Heath
RH16 4EQ

Heritage Statement

This design forms part of a nationwide corporate branding exercise. Our client has introduced this new design for all individual sectors of their business. Each separate business sector uses 'corporate design, typeface, and layout etc.

The principles of our design have no detrimental effect on

1. The scale of the building
2. The existing layout of the building
3. The access/egress to & from the building

In support of its appearance the design principles within this submission are there merely to apply the new corporate image for the car dealership. In doing this we have maintained the style but applied our client's new corporate image colour, logo & lettering.

Our signage proposal for Suzuki is:

- 1off non illuminated Post sign (Sign A)
- 2off non illuminated Fascia (Signs B & C)
- 1off non illuminated Welcome sign (Sign D)

It is felt the overall architectural features and historic importance the building as a whole will be maintained as the proposals go no further than a cosmetic enhancement.

The existing architectural features remain throughout as no adjustments are proposed to the overall structure. These remain in all areas of the frontage.

The building setting will not be harmed in any way as our proposal serves only to re-brand the current showroom with new corporate branding.

Within the submission we have attempted to provide the best possible interpretation of the Planning requirements by of:

1. A 'mock' up proposal in photographic format of how the signage will look.
2. A detailed set out and construction drawing to demonstrate methods of fixing treatment.

We would welcome any comments you have with regard to the scheme and should you wish to discuss it further or require any additional information then please do not hesitate to contact me.

Yours faithfully

Katie Williamson
Project Manager

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