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Planning Department
Mid Sussex District Council
Oaklands Rd
Haywards Heath
RH16 1SS

26th November 2024

Our Ref: 24/7771

Dear Sir/Madam,

Application for Consent to Display Advertisements
1 No Fascia Sign and 1 No Projecting Sign
32-36 South Road, Haywards Heath, RH16 4LA

On behalf of our applicant, Coffee #1 Limited, Planning Potential is pleased to apply for advertisement consent for new advertisements at 32-36 South Road, Haywards Heath, RH16 4LA. The fascia signage is to be located above the windows located on the front elevation, with a projecting sign installed to the left of the shopfront.

This application has been submitted via the Planning Portal (ref: PP-13577246) and includes the following supporting information:

- This Cover Letter
- Completed Application Form and Ownership Certificates
- Site Location Plan (Dwg No: A-G/1617-24-P04).
- Block Plan (Dwg No: A-G/1617-24-P05)
- Existing and Proposed Front Elevations (Dwg No: A-G/1617-24-P02)
- Detailed drawings of projecting sign

The planning application fee is £235.00 and has been paid via the Planning Portal.

We have reviewed the Council's Validation Checklist Guidance and consider that the above documents, together with this letter provide sufficient information to determine this application.

Coffee #1

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Sam Deegan | Niall Hanrahan | Rob Scadding | Paul Galgey

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Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

The applicant, Coffee #1 Limited, is a regional coffee shop operator with stores in Godalming, Epsom and Fleet. The company prides itself on the excellence of its coffee and the high quality and careful design of its stores. This approach has been acknowledged by the award won by Coffee #1 over the years.

Site and Surroundings

The application site is currently vacant and consists of the former Halifax bank located towards the southern end of South Road, Haywards Heath. The site makes up the ground floor of the property, with flats above. The property features large windows located on the front of the building and features an existent fascia board.

The site is predominately surrounded by town centre uses, with the neighbouring units consisting of Greggs to the right and HSBC to the left. This site is located within the town centre boundary of Haywards Heath. It is also within the Primary Shopping Frontage and the built-up area boundary of the town.

Application Proposal

The proposed alterations are illustrated and annotated on the following plans:

- Existing and Proposed Elevations (Dwg No: A-G/1617-24-P02)
- Detailed drawings of projecting sign

The proposed development includes the installation of 1 No. Fascia and 1 No. Projecting signs. The proposed fascia signage will be located on the shopfront above the main entrance point and will measure 10.1m in width and 0.8m in height. The design of the fascia sign will include a Folded Aluminium fascia tray. The sign will be finished with RAL 6012 and will receive Warm White LEDs to create a halo illumination.

The projecting sign is proposed to be located to the left of the shopfront and will measure 570mm in height and 750mm in width. The sign is proposed to be installed 2.6m from the ground and finished with RAL 6012 to match the proposed fascia sign. It will be lit by a Warm White LED halo illumination.

The level of illumination of these signs will not exceed 250 cd/m². This level of proposed illumination will produce a modest 'halo illumination' and therefore it is considered that this is acceptable within this location.

Planning Policy

A summary of local and national planning policy considered relevant to this application is set out below.

The Development Plan for the site consists of the Mid Sussex District Plan, which was adopted in March 2018, and the made Haywards Heath Neighbourhood Plan (2016). Other relevant planning policy documents are the Design Guide SPD (2020) and the Mid Sussex Shopfront Design Guide.

Mid Sussex District Plan

Policy DP26 relates to character and design. This sets out expectations of high-quality design and how any new development should respect and reflect the distinct character of the existing surroundings. It notes a number of key considerations including the need for high design quality, local distinctiveness, sustainability, accessibility and protection of amenities.

Policy DP29 refers to noise, air and light pollution. It seeks to ensure that new developments consider and mitigate environmental pollutants such as light to safeguard the quality of life for local residents and protect the environment. Developments are expected to incorporate appropriate measures to prevent or minimize these forms of pollution wherever

possible. It is considered that the illumination proposed within these adverts would not exceed unacceptable levels and therefore would not contribute to light pollution.

Haywards Heath Neighbourhood Plan (made 2016)

Objective 6F of the Neighbourhood Plan relates to design. Within this objective, it highlights how it must be demonstrated that developments will enhance the character of the locality and relate to the specific local character of the site's location.

Policy E9 of the Neighbourhood Plan discusses how it must be demonstrated that proposals will protect and reinforce local character. This requires consideration for design elements including height, scale, spacing, layout, orientation, design and materials of buildings and will not result in unacceptable levels of light, noise, air or water pollution; Makes best use of the site to accommodate development

Mid Sussex Shopfront Design Guide (2005)

This document can provide guidance on signage and suggests that signage should be considerate to the surroundings and the local context. This guidance also highlights how the illumination of signs should be of an appropriate intensity. It is considered that the signs and illumination within them is appropriate for the location as they are minimal and modest in nature using an understated colour pallet.

Assessment

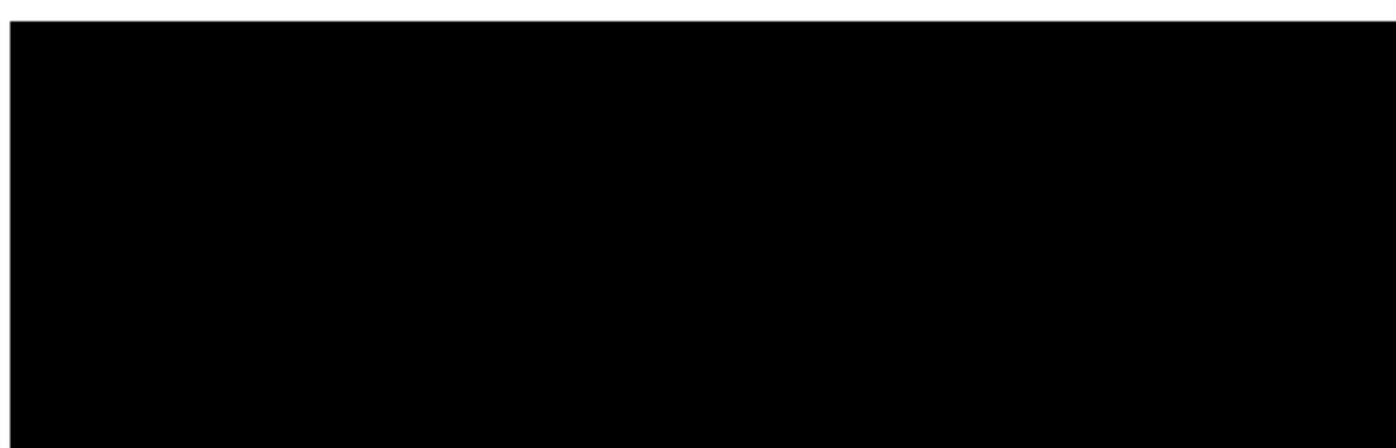
This application seeks advertisement consent for two signs to be located on the buildings' front elevation. the proposed signage is required in order to clarify the nature of the commercial use and to advertise Coffee #1's presence in the area. This is crucial for the commercial success of the business.

Given the use of the site and its location, we considered that the proposed signage is acceptable and in accordance with relevant local planning policy. In particular, policies DP26 and DP29 which highlight the importance of high-quality design which reflects the character of the existing surroundings and the importance of mitigating environmental pollutants respectively. It is considered that this proposal is compliant with these policies as the proposed signage is understated and in a muted dark green colour that would be in keeping with the surrounding businesses. Additionally, the proposed signage is considered to be proportional to the scale of the site and the building as it will replace the previous signage that existed during the building's former use as a bank.

Given the size of the unit and the context of the site, it is considered that the location and scale of the signs proposed are not excessive and will be in keeping with the character of the area.

We look forward to receiving confirmation that the application has been received and registered in due course. Should you require any further information, please do not hesitate to contact me.

Yours faithfully,



Elizabeth Godfrey

Assistant Planner

Planning Potential

Bristol

Enc.