

Burgess Hill Dental – signage planning application statement – Jan 2025

We are seeking permission to place 2 lowly back-lit signs for our local dental practice. We have rebranded the Practice and therefore are seeking to update our signage. We have removed some of the old signage and plan to remove all existing signage. The new proposed design is smaller than existing signage and will be sympathetic to the current environment. We are proposing to back-light the signage at a low level so as not interfere with any traffic regulations or to disrupt our neighbours' view. We feel back lighting the signs will aid accessibility for our visually impaired patients. Our position is on a residential road with a small cul de sac and limited traffic flow immediately outside. We note the local supermarket (Waitrose) and fast food restaurant (McDonalds) opposite our site both have much larger back-lit monoliths than we are proposing and these are directly visible on a busy through road.

Our proposal is in keeping with existing signage in the immediate area and we feel will not drastically change the external character of our building whilst ensuring clear visibility to the local community of the medical service we provide.