

## Delegated Decision

### Sign off Sheet

|                                              |                                                                                                   |                                        |                       |
|----------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------|
| <b>Ref. No:</b>                              | DM/25/0713                                                                                        | <b>Case Officer:</b>                   | Stuart Malcolm        |
| <b>Application Type:</b>                     | Advertisement Application                                                                         |                                        |                       |
| <b>Proposal:</b>                             | Advertisement consent is sought for the display of directional signage towards business premises. |                                        |                       |
| <b>Site:</b>                                 | 44B Keymer Road, Hassocks, West Sussex, BN6 8AR, , , ,                                            |                                        |                       |
| <b>Validation Date</b>                       | 24 Mar 2025                                                                                       | <b>Overall Expiry Date:</b>            | 16 Apr 2025           |
| <b>Pre-Commencement Conditions Required:</b> |                                                                                                   | <b>Pre-Com Conditions Date Agreed:</b> |                       |
| <b>Recommendation:</b>                       | Permission                                                                                        | <b>Recommendation Date:</b>            | 28 Apr 2025           |
| <b>Target Date:</b>                          | 19 May 2025                                                                                       | <b>Recommending Officer Signature:</b> | <i>Stuart Malcolm</i> |

|                                                        |  |                               |   |
|--------------------------------------------------------|--|-------------------------------|---|
| <b>Date Legal Agreement Completed: (if applicable)</b> |  | <b>No of Representations:</b> | 0 |
|--------------------------------------------------------|--|-------------------------------|---|

|                              |                        |              |             |
|------------------------------|------------------------|--------------|-------------|
| <b>Signed and Agreed By:</b> | <i>Stephen Ashdown</i> | <b>Date:</b> | 28 Apr 2025 |
| <b>Comments:</b>             |                        |              |             |

## MID SUSSEX DISTRICT COUNCIL

**DM/25/0713**

**44B Keymer Road, Hassocks, West Sussex, BN6 8AR, , ,  
Advertisement consent is sought for the display of directional signage towards business premises.  
Mr Jonathan Underwood**

### **SUMMARY OF REPRESENTATIONS**

None

### **SUMMARY OF CONSULTEES**

None

### **HASSOCKS PARISH COUNCIL OBSERVATIONS**

Recommend permission is granted.

### **INTRODUCTION**

This application (DM/25/0713) seeks advertisement consent for a new directional sign to a veterinary practice at 44B Keymer Road.

### **RELEVANT PLANNING HISTORY**

None.

### **SITE AND SURROUNDINGS**

The application site is the western elevation of 44 Keymer Road which is the main thoroughfare through Hassocks. There is a mixture of commercial uses at ground floor level and largely residential uses above.

In policy terms the site is within the built up area of Hassocks.

### **APPLICATION DETAILS**

The applicant has provided the following details:

*"The advert board will be 1.58m x 1.05m. The height of the advert's lowest point from the street level is 1.79m. The advert will not project more than its thickness (3mm) nor will it illuminate. The material will be aluminium board with a matt finish to avoid any reflection or glare from light. The thickness of the board is 3mm."*

### **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, the Site Allocations Development Plan Document and the Hassocks 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 in 2018. The most relevant policy is:

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.

There are no relevant policies.

### **Hassocks Neighbourhood Plan**

The Neighbourhood Plan is made so forms part of the development plan. The most relevant policy is:

Policy 9 - Character and Design

### **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.

#### *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)*

The National Planning Policy Framework is a material consideration. Paragraph 141 is considered to be most relevant to this application.

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

### **ASSESSMENT**

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out 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 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.'*

## **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.'*

Hassocks Neighbourhood Plan Policy 9 states:

*'Development proposals will be supported where they have regard to the Hassocks Townscape Appraisal, and where their character and design takes account of the following design principles as appropriate to the nature, scale and location of the particular proposal:*

- 1. Is of high quality design and layout;*
- 2. Contributes positively to the private and public realm to create a sense of place;*
- 3. Respects the character and scale of the surrounding buildings and landscape;*
- 4. Protects open spaces and gardens that contribute to the character of the area;*
- 5. Protects valued townscapes and the separate identity and character of Hassocks, Keymer and Clayton;*
- 6. Does not cause unacceptable harm to the amenities of existing nearby residents and future occupants of new dwellings, including taking account of the impact on privacy, outlook, daylight, sunlight and security;*

7. *Creates safe, accessible and well connected environments;*
8. *Protects existing landscape features and contributes to the village's Green Infrastructure network;*
9. *Incorporates the use of local materials which are appropriate to the defined Local Townscape Character Area; and*
10. *Positively responds to the local vernacular character of the defined Local Townscape Character Area.'*

A similar ethos is found within the Mid Sussex Design Guide SPD.

The proposed signage is modest in its size, nature and design. There are a variety of external materials within the wider street scene and a significant amount of signage for the nearby commercial uses is also present. It is also considered that the nature of the proposed signage is in-keeping with the village centre location of the site.

Taking into account the above, the proposal is considered to have an acceptable impact upon the visual amenity of the wider street scene and in terms of design and character it is considered to comply with Policy DP26 of the Mid Sussex District Plan, Policy 9 of the Hassocks Neighbourhood Plan, the Mid Sussex Design Guide and the NPPF.

### **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.

The proposed signage is appropriate in terms of size and scale, is attached to a wall and is not illuminated. As such the proposed works are not considered to represent a hazard to public safety. Therefore, the proposal complies DP21 of the Mid Sussex District Plan.

### **CONCLUSION**

In conclusion, the proposed advertisement is appropriate in respect of its design, size and scale. As such the proposal is acceptable in respect of amenity and public safety. The proposal accords with the requirements of Policies DP21 and DP26 of the Mid Sussex District Plan, Policy 9 of the Hassocks Neighbourhood Plan, the Mid Sussex Design Guide, the NPPF and the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The application therefore accords with the development plan and there are no material planning considerations which indicate an alternative conclusion should be reached.

Advertisement consent should therefore be granted.

Decision:       Permission

Case Officer: Stuart Malcolm