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

24th January 2025

Our Ref: 24/7858

Dear Sir/Madam,

Application for Consent to Display Advertisements
1 No Fascia Sign and 1 No Projecting Sign
Unit B Queens Walk, East Grinstead, RH19 4DW

On behalf of the applicant, Coffee #1 Limited, Planning Potential is pleased to apply for advertisement consent for new advertisements at Unit B Queens Walk, East Grinstead, RH19 4DW. The fascia signage is to be located above the entrance located in the front elevation, with the projecting sign to be installed to the left of this, within the central part of the front elevation.

This application has been submitted via the Planning Portal (ref: PP-13719158) and includes the following supporting information:

- This Cover Letter.
- Completed Application Form and Ownership Certificates.
- Site Location Plan (Dwg No: A-G/1622-24-P04).
- Block Plan (Dwg No: A-G/1622-24-P05).
- Existing and Proposed Front Elevations (Dwg No: A-G/1622-24-P03); and
- Detailed drawings of projecting signage.

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.

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Coffee #1

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, careful design of its stores. This approach has been acknowledged by the awards won by Coffee #1 over the years.

Site and Surroundings

The application site has recently been constructed and is located within Queens Walk, East Grinstead. This mixed-use development, approved in 2017, is comprised of commercial units on the ground floor with residential apartments above, along with associated infrastructure. At the ground floor, the scheme provides a contemporary response to the street with a predominantly glass façade. The unit in question is the last to be let, with the neighbouring units occupied by Pets Corner, Unite Fitness and Carlo Lounge.

The site is located within East Grinstead Town Centre. Queens Walk is a key throughfare through the town centre and benefits from its close location to London Road, which is the primary shopping frontage within East Grinstead. Within this wider area, there are a large range of operators and town centre uses, including retail provision such as Boots, Poundland and Fat Face.,

The site is also located in close proximity to the East Grinstead Conservation Area and is within the Ashdown Forest 7km Zone of Influence. However, mitigation measures are only required for residential development. Therefore, this site is not subject to any policy constraints.

Planning History

As this is a newly constructed building, there is no planning history relating to Advertisement Applications for Unit B. However, other units within the property have been subject to such applications. These are as follows:

- Application DM/22/3792 - *Proposed external illuminated signage. Amended Plans received 03.02.2023 showing the proposed projecting sign repositioned on the building* – Approved March 2023
- Application DM/22/3211 - *Installation of new fascia signage, new projection sign and new menu board* – Approved November 2022

Application Proposal

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

- Existing and Proposed Front Elevations (Dwg No: A-G/1622-24-P03).
- Detailed drawings of projecting signage.

The proposed development includes the installation of 1 No Fascia and 1 No Projecting signs. The proposed fascia signage will be located on the front elevation, above the main entrance and will measure 1700mm in width and 305mm in height. The sign is to be formed of externally mounted lettering mounted on box section rails. The lettering will receive Warm White LEDs to produce front and side illumination.

The projecting sign is proposed to be located to the left of the shopfront and will measure 750mm in height and 750mm in width. The sign is proposed to be installed 3.6m from the ground. Both signs will be formed from aluminium panels and will be finished with Satin Black-Green RAL 6012.

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 is considered to be acceptable.

Planning Policy

A summary of local and national planning policy is set out below.

The Development Plan for the site consists of the Mid Sussex District Plan, adopted in March 2018, and the made East Grinstead Neighbourhood Plan (2016). The relevant planning policy documents are the Mid Sussex Design Guide SDP (2020) and the Mid Sussex Shopfront Design Guide (2005).

Mid Sussex District Plan (Adopted 2018)

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 quality design, local distinctiveness, sustainability, accessibility and protection of amenities. It is considered that the signage proposed within this application is of high quality and is in keeping with the existing surroundings, and thus respects the distinct character of area. Therefore, it is felt that this proposal is in line with Policy DP26.

Policy DP29 refers to noise, air, and light pollution. It seeks to ensure 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 would not exceed unacceptable levels and therefore would not contribute to light pollution and would be in line with Policy DP29.

East Grinstead Neighbourhood Plan (Made 2016)

Policy EG3 of the Neighbourhood Plan outlines the expectations for good design and sets out relevant criteria. These are:

- The form of the proposed development is proportionate and in keeping with the scale, height, materials and site coverage of the surrounding area.
- The proposal does not result in the loss of buildings or spaces that would have an unacceptable impact on the character of the area; and
- New development must be inclusive and where appropriate make satisfactory provision for the safe and easy access for those with mobility impairment

It is considered that the proposed development would meet these criteria as the proposed signage is modest in nature and is considered to be appropriate in scale, height, and materials. Additionally, the proposed signage is in line with the signage utilised by the neighbouring properties, and therefore it is considered to be in keeping with the surrounding area.

Furthermore, Chapter 6 outlines the importance of East Grinstead as a retailing centre, highlighting the significance of London Road and notes Queens Walk within this. The promotion and enhancement of the town centre is a priority in the Neighbourhood Plan. The introduction of Coffee #1, it is felt, would enhance the area through the provision of a high quality, distinctive coffee shop which would increase dwell times in the centre and would be seen a benefit to many existing traders. The advertising of this Coffee #1 is key for the success of the business.

Queens Walk is specifically discussed within Policy SS2 which outlines the redevelopment plans for this area. These have since been completed.

Mid Sussex Shopfront Design Guide (2005)

This document provides 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 proposed signs and illumination, which is the subject of this application, is appropriate for the location as they are minimal and modest in nature using an understated colour pallet.

Assessment and Conclusion

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

Given the use of the site and its location, it is considered that the proposed signage is acceptable and in accordance with 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. It is considered that this proposal is compliant with these policies as the proposed signage is understated in a muted dark green colour that would be in keeping with the surrounding businesses.

Given the size of the unit and the context of the site, it is considered that the location and scale of the signage proposed are in keeping with the character of the area. Additionally, the proposed signage is considered to be proportional to the scale of the building as the fascia sign is formed of only lettering located solely above the entrance way, and the projecting sign is of a proportional size.

We look forward to the 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,

