



DESIGN & ACCESS STATEMENT

Consent to Display an Advertisement

Land to the South of Kings Way
Burgess Hill
West Sussex



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1.0 INTRODUCTION

This Design and Access Statement has been prepared in provision with a Consent to Display an Advertisement application, submitted to Mid Sussex District Council.

The proposal contains 1 no. standing sign denoting the name of the care home and accompanying contact details – please refer to drawing L213/S-04 for details. The sign is to be located upon the vehicular and pedestrian entrance to the site – please refer to drawing L213/S-03 for details.

This document is to be read in conjunction with the supporting documentation accompanying the application being:

DRAWINGS

L213/:

L01 Rev A Location Plan

S-03 Rev A Proposed Signage – Site Plan

S-04 Rev A Proposed Signage – Details

2.0 SITE ANALYSIS

2.1 LOCATION

The site sits off Kings Way, Burgess Hill, West Sussex. Drawing L213/L01 shows the site in its wider context.



Figure 1: Aerial view of the site (location show by pin)



2.2 PHOTOS OF THE SITE



Figure 2: Photo of the entrance to the site as at 07 January 2026



Figure 3: Photo of the entrance to the site as at 07 January 2026



3.0 PLANNING POLICY

3.1 PLANNING HISTORY

Full planning permission, planning reference DM/21/3385, was granted on 5 September 2022 for the proposed erection of a 68-bedroom residential care facility, with associated access works, car parking, servicing, private amenity space, landscaping, and boundary treatment.

A primary non-material amendment application was submitted, planning reference DM/23/0438, and was refused on 17 May 2023.

A secondary non-material amendment application was submitted, planning reference DM/23/1548, and was approved on 29 August 2023, for the *Variation of conditions 1, 4 and 6 of planning application DM/21/3385 – the application seeks minor amendments to the consented scheme, and as such requires the plans set out within condition 1, to be substituted (amended description 24/08/2023)*.

A tertiary non-material amendment application was submitted, planning reference DM/25/0305, and was approved on 07 May 2025, for the *Variation of conditions 1 and 16 of planning application DM/23/1548 - to amend the plans to allow minor amendments to the approved scheme*.

Planning permission for an identical sign on the opposite side of the vehicular access road was granted on 15 December 2025 under reference DM/25/2642.

3.2 MID SUSSEX DISTRICT COUNCIL

This Design and Access Statement has been prepared as per the validation checklist set out by Mid Sussex District Council for an Application for Advertisement Consent.

3.3 COMMUNITIES AND LOCAL GOVERNMENT

The Communities and Local Government document “Outdoor advertisements and signs: a guide for advertisers” offers guidance for advertisements.

According to Outdoor advertisements and signs: a guide for advertisers, the proposed sign is Class 2: miscellaneous advertisements on any premises; specifically Class 2B which relates to signs to be displayed on any premises for the purpose of advertising the fact that a company is carrying out a profession at those premises, including the name of the company operating those premises. Please refer to Item 4.2 of this Design and Access Statement and drawing L213/S-02 for design details, including the name of the company operating the care home site for which this advertisement is proposed.

The sign also falls under Class 4: illuminated advertisements, which are deemed to be permitted provided they:

- Must not have any intermittent light source, moving feature, animation, or exposed cold cathode tubing

All other items relating to this section are not relevant for the proposed type of signage.

Please refer to Item 4.4 of this Design and Access Statement for details of the proposed illumination.



4.0 PROPOSED DEVELOPMENT

4.1 USE

In summary, the application seeks to install 1 no. standing sign, located upon the vehicular and pedestrian entrance to the site – please refer to drawing L213/S-03 for the proposed location on site.

The proposed sign will enable visitors and residents to find and recognise the home, along with all new staff and suppliers.

4.2 DESIGN

The sign denoting the name of the care home and accompanying contact details – please refer to drawing L213/S-04 for further details.

The sign has been specifically designed to reflect the style and image of the newly constructed care home whilst maintaining the corporate image of the Operator.



Client Branding



Proposed Sign



The colour of the sign (Pantone 4218 UP) has been selected to almost identically match the operator's brand guidelines (Sage Green), as well as being in-keeping with the colour of the window and door frames and rainwater goods on the building (RAL 7038 Agate Grey).



Sage Green



Pantone 4218 UP

For a development of this size the proportions of the signs have been kept to a minimum to respect the character of the area whilst their location has been chosen for maximum impact and recognition.

4.3 MATERIALS

The sign will be made of prefabricated aluminium posts and central panel, powder coated to Pantone 4218 UP with single sided 2 colour standard MACal 9800 Pro vinyl applied graphics in White 9829-00 for the lettering.

The 100mm square prefabricated aluminium posts will be secured ~1m deep into the ground and set with postcrete.

4.4 ILLUMINATION

The sign is proposed to be illuminated via a static up light at ground level, aimed to highlight the sign without affecting the peripheral area.

The sign will have a maximum illuminance of 1000cd/m².

The sign will only be illuminated during hours of darkness.