

From: Emily Wade <Emily.Wade@midsussex.gov.uk>
Sent: 02 April 2025 10:15:50 UTC+01:00
To: "Peter Davies" <Peter.Davies@midsussex.gov.uk>
Subject: DM/25/0561 Cuckfield Service Station

Hi Peter

Comments on the above application.

The application site is a petrol service station located in a prominent position at the heart of the Whitemans Green Conservation Area. The existing petrol station is a relatively modern structure and has variety of signage including a standard internally illuminated totem sign displaying fuel prices. It is not an attractive building, and the station and forecourt in my opinion detract from the character and appearance of the Conservation Area.

There is a listed building, 1 and 2 Lambs Cottages, located a short distance of the petrol station to the west along Whiteman's Green. However, due to the scale and location of the current proposal and the presence of intervening built form between the site and Lambs Cottages, the proposal is not considered to materially affect the setting of this heritage asset.

The current proposal follows on from refusal of consent for a new free standing internally illuminated advertisement unit, which was to be located to the eastern side of the forecourt adjacent to the wall between this and the adjacent car parking area to the Coop shop. Notwithstanding the poor visual quality of the existing garage forecourt and building, the addition of a freestanding internally illuminated advertisement panel was considered to add further unattractive clutter to the site, which would detract from the character and appearance of the Conservation Area. The impact of the proposal was considered to be exacerbated by the scale of the proposed panel at 2.4m height, its location in a relatively prominent position near to the road frontage and junction at the heart of the Area, and the inclusion of internal illumination, an urbanising feature not typical of the Area, which is essentially semi-rural in character.

The proposal currently in front of us is for installation of a similar internally illuminated advertisement panel in a revised position set against the forecourt facing elevation of the service station building. In many circumstances the principle of internally illuminated advertisements within a Conservation Area will be considered contentious, as was the case with the previous application. However in this instance as the panel is to be set against the face of the petrol station building, away from the road frontage and under the forecourt canopy, the principle is in my opinion hard to resist particularly as the panel will be viewed in the context of all of the existing forecourt signage, lighting and other visual clutter. On balance, the proposal in my opinion will not adversely affect the appearance of the site, or materially affect the contribution which it makes to the character and appearance of the Conservation Area.

For these reasons the proposal is considered on balance to preserve the character and appearance of the Whitemans Green Conservation Area, meeting the requirements of District Plan Policy DP35 and the relevant paragraphs of the NPPF.

Thanks,

Emily

Please note that this advice is given at Officer level only and is without prejudice to the formal decision of the District Council.

Submit your planning application online.
<http://www.planningportal.gov.uk>

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