

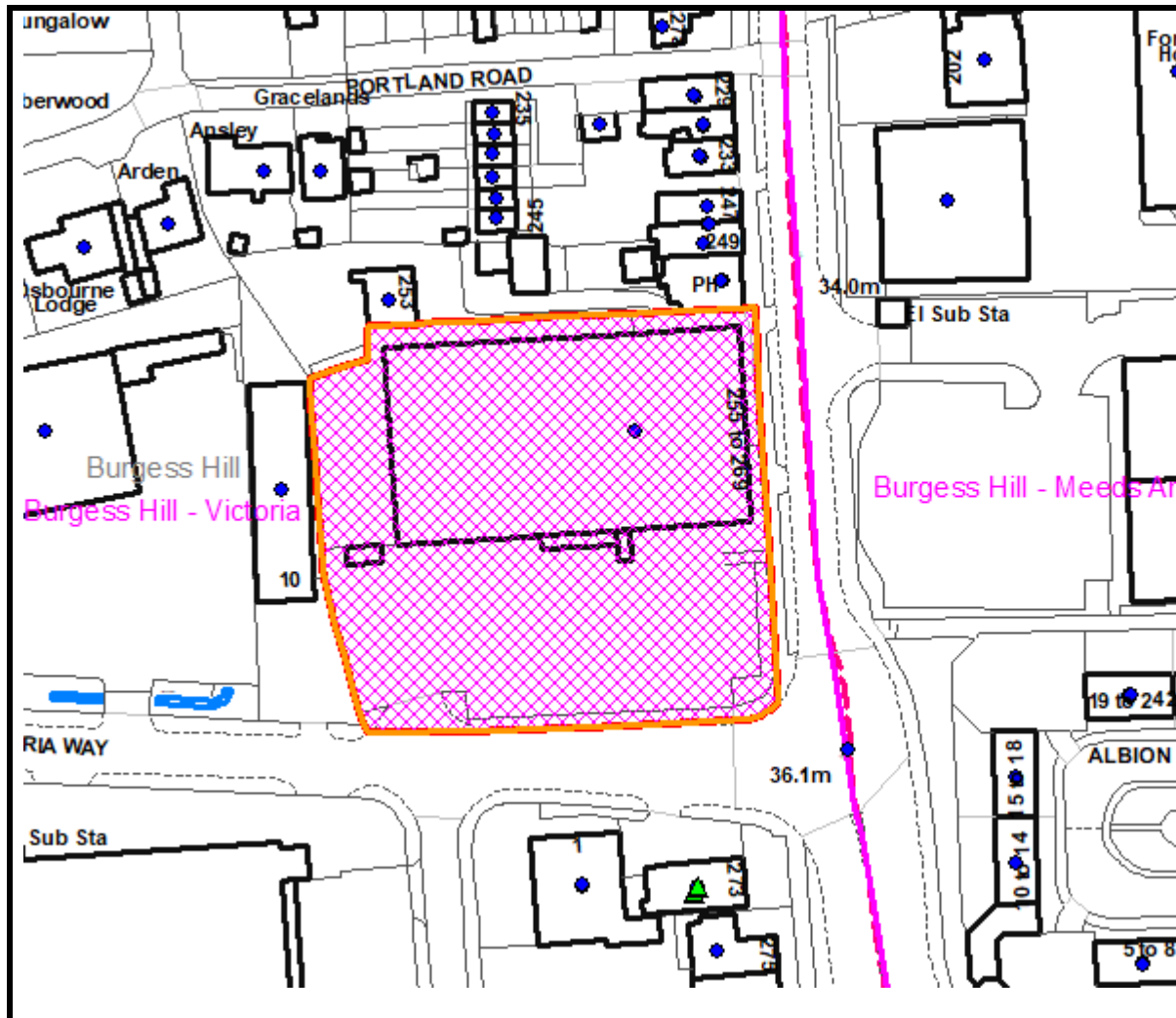
Planning Committee



Recommended for Permission

11th January 2024

DM/23/2842



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Site:	Wickes 255 - 269 London Road Burgess Hill West Sussex RH15 9QU
Proposal:	1 no. built up Wickes sign part illuminated, 2 no. non-illuminated product trays, 1 no. Wickes chevron flex part illuminated, 1 no. welcome sign, 1 no. totem sign.
Applicant:	Wickes
Category:	Advertisements
Target Date:	12th January 2024

Parish:	Burgess Hill
Ward Members:	Cllr Peter Chapman /
Case Officer:	Hamish Evans

Link to Planning Documents:

<https://pa.midsussex.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=S3JKFIKT0GL00>

1.0 Purpose of Report

1.1 To consider the recommendation of the Assistant Director for Planning and Sustainable Economy on the application for advertisement consent as detailed above.

2.0 Executive Summary

2.1 Advertisement consent is sought for two internally illuminated fascia signs, three non-illuminated fascia signs and one internally illuminated totem sign at Wickes 255 – 269 London Road Burgess Hill RH15 9QU.

2.2 The application is being reported to planning committee as the District Council is the landowner.

2.3 Planning legislation requires the application to be determined in accordance with the Development Plan unless material considerations indicate otherwise. It is therefore necessary for the planning application to be assessed against the policies in the Development Plan and then to take account of other material planning considerations including the NPPF. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are of particular relevance.

2.4 The proposed signage is to advertise local business offers and would maintain the existing retail offer of the area.

2.5 Taking into account the design and scale of the proposed signage they would address the character and scale of the existing site and the surrounding landscape and they are not considered to represent a hazard to public safety.

2.6 For the above reasons, the proposal is deemed to comply with policies DP21 and DP26 of the Mid Sussex District Plan, the Burgess Hill Neighbourhood Plan, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the objectives of the National Planning Policy Framework. Advertisement consent should therefore be granted.

3.0 Recommendation

3.1 It is recommended that planning permission be approved subject to the conditions outlined at Appendix A.

4.0 Summary of Representations

4.1 No third-party letters of representation have been received in respect of this application.

5.0 Summary of Consultees

5.1 None.

6.0 Town/Parish Council Observations

6.1 Burgess Hill Town Council – Recommend approval.

7.0 Introduction

7.1 The application seeks advertisement consent for two internally illuminated fascia signs, three non-illuminated fascia signs and one internally illuminated totem sign at Wickes 255 – 269 London Road Burgess Hill RH15 9QU. The application has been referred to Committee because the land is owned by the District Council.

8.0 Relevant Planning History

8.1 DM/23/2656- Proposed external cladding to front and side elevations. Proposed car park alterations and bollards. Proposed covered trolley park. Proposed alterations to include window to first floor showroom and relocated entrance and exit. PENDING CONSIDERATION.

9.0 Site and Surroundings

9.1 The site is designated as being within the Burgess Hill built up area it is also considered to be within the Victoria Road industrial estate. The application site consists of an existing two-storey commercial building which is characterised by bare brown brick, metal panelling and corrugated metal walls, grey felt roofing and grey, blue and white uPVC and aluminium window and door frames. There is also a variety of signage on the elevations of the existing building. The existing building is considered to be of a dilapidated appearance and there are several extractor units attached to the exterior of the building.

9.2 The existing car park is located to the south of the existing building and provides some 69 off-street parking spaces and 2 off-street disabled parking spaces. There is an existing covered trolley park and uncovered trolley park within the existing car park and several bollards within the car park. The existing boundary treatment consists of bare brickwork walls that vary in height from 1.0 metre to 2.0 metres. London Road is located to the east of the site, Victoria Way is located to the south of the site, commercial buildings are located to the west and north of the site and residential properties are located to the north of the site. Victoria Road industrial estate is located to the west and south of the site, which includes several commercial buildings similar to the application site. The locality consists of a variety of commercial, industrial and residential buildings.

10.0 Application Details

- 10.1 The proposed signage consists of:
- 10.2 One “Built Up” Wickes fascia sign, statically and internally illuminated to a level of 300 cd/m². It is to be constructed of folded aluminium backtray and galvanised steel bordering with opal acrylic white face text measuring some 1.5 metres in height. The proposed signage would measure some 4.5 metres in height, 8 metres in width and a total depth of 0.2 metres. It would measure some 3.0 metres from the ground to the base of the signage and the maximum projection from the face of the building would be some 0.2 metres. This fascia sign would be located within the south facing principle elevation of the building and would be sited above the proposed replacement entrance and exit.
- 10.3 One chevron shaped fascia sign, statically and internally illuminated to a level of 300 cd/m². It is to be constructed of aluminium and PVC with white text measuring some 0.9 metres in height. The proposed signage would measure some 2.8 metres in height, 4.8 metres in width and a total depth of 0.2 metres. It would measure some 2.5 metres from the ground to the base of the signage and the maximum projection from the face of the building would be some 0.2 metres. This fascia sign would be located within the east facing side elevation of the building.
- 10.4 One “product tray” fascia sign, which is non-illuminated. It is to be constructed of aluminium with white text measuring some 0.5 metres in height. The proposed signage would measure some 1.5 metres in height, 3.8 metres in width and a total depth of 0.1 metres. It would measure some 3.8 metres from the ground to the base of the signage and the maximum projection from the face of the building would be some 0.1 metres. The fascia sign would be located within the south facing principle elevation of the building.
- 10.5 One “product tray” fascia sign, which is non-illuminated. It is to be constructed of aluminium with white text measuring some 0.5 metres in height. The proposed signage would measure some 1.5 metres in height, 4.3 metres in width and a total depth of 0.1 metres. It would measure some 3.8 metres from the ground to the base of the signage and the maximum projection from the face of the building would be some 0.1 metres. The fascia sign would be located within the south facing principle elevation of the building.
- 10.6 One “welcome” fascia sign, which is non-illuminated. It is to be constructed of aluminium with white text measuring some 0.3 metres in height. The proposed signage would measure some 0.5 metres in height, 2.0 metres in width and a total depth of 0.03 metres. It would measure some 2.8 metres from the ground to the base of the signage and the maximum projection from the face of the building would be some 0.03 metres. This fascia sign would be located within the south facing principle elevation of the building and would be sited above the proposed replacement entrance and exit.
- 10.7 One totem sign, which is statically and internally illuminated to a level of 300 cd/m². It is to be constructed galvanised steel, aluminium and acrylic with white and cyan text measuring some 1.0 metres in height. The proposed signage would measure some 6.0 metres in height, 2.0 metres in width and a total depth of 0.2 metres. It would be located within the existing car park to the south of the building and adjacent to the existing vehicular access to the site.

11.0 Legal Framework and List of Policies

- 11.1 Planning legislation holds that the determination of a planning application shall be made in accordance with the Development Plan unless material considerations indicate otherwise.
- 11.2 Using this as the starting point the development plan for this part of Mid Sussex consists of the District Plan, Burgess Hill Neighbourhood Plan and the Site Allocation DPD.
- 11.3 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.
- 11.4 Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are of particular relevance.

Mid Sussex District Plan

- 11.5 The District Plan was adopted at Full Council on the 28th March 2018. Relevant policies include;

DP21 Transport

DP26 Character and Design

Site Allocation DPD

- 11.6 The SADPD was adopted on 29th June 2022. It allocates sufficient housing and employment land to meet identified needs to 2031.

No relevant policies.

The Burgess Hill Neighbourhood Plan

- 11.7 The Burgess Hill Neighbourhood Plan was adopted in January 2016.

No relevant policies.

Mid Sussex District Plan 2021-2039 Submission Draft (Regulation 19)

- 11.8 The District Council is reviewing and updating the District Plan. Upon adoption, the new District Plan 2021 - 2039 will replace the current adopted District Plan 2014-2031 and its policies will have full weight.
- 11.9 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.
- 11.10 As the submission draft District Plan 2021-2039 (Regulation 19) will be published for public consultation on 12th January 2024 for six weeks, and therefore at this stage the Local Planning Authority does not know which Policies will be the subject of unresolved objections, only minimal weight can be given to the Plan at this stage.

11.11 As such, this planning application has been assessed against the policies of the adopted District Plan Relevant policies include;

DPB1 Character and Design

National Planning Policy Framework (NPPF) (December 2023)

11.12 The NPPF is a material consideration with specific reference to decision-taking paragraph 47 states that planning decisions must be taken in accordance with the development plan unless material considerations indicate otherwise.

12.0 Assessment

Principle of Development

12.1 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.”

12.2 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).

12.3 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 advertisement, 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.”

12.4 The proposed signage is to advertise local business offers which is considered appropriate within the industrial estate and due to the proposal's nature it would maintain the existing retail offer of the area. The proposal's impact on the character and visual amenity of the area and public safety are to be assessed in a subsequent section of this report.

Impact on Visual Amenity

12.5 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.”*

12.6 The proposed signage is of a similar design and appearance to the existing signage at the site and the proposed colours would also be similar in appearance to existing signage. The proposed signage would be similar in scale and design to the existing signage in nearby and neighbouring sites. The site is located within an area which is used for a mix of commercial and industrial uses and as such signage advertising the business in the local area is considered to be appropriate. There are a number of advertisements within the locality advertising commercial premises. Taking into account the above the proposal is considered to address the character and scale of the existing site and the surrounding area. As such it is considered to comply with policy DP26 of the Mid Sussex District Plan.

Public Safety

12.7 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.

12.8 The proposed signage is set back from the highway and although some of the proposed works will be illuminated the illumination will be modest in its nature and scale and the site is located within the built-up area where a degree of illumination is considered acceptable. It should also be noted that the maximum illuminance level is of 300 cd/m² which is considered to be an acceptable level of illuminance within an urban location. 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.

13.0 Planning Balance and Conclusion

13.1 Planning legislation requires the application to be determined in accordance with the Development Plan unless material considerations indicate otherwise. It is therefore necessary for the planning application to be assessed against the policies

in the Development Plan and then to take account of other material planning considerations including the NPPF.

- 13.2 The proposed signage is to advertise local business offers and would maintain the existing retail offer of the area.
- 13.3 Taking into account the design and scale of the proposed signage they would address the character and scale of the existing site and the surrounding landscape and they are not considered to represent a hazard to public safety.
- 13.4 For the above reasons, the proposal is deemed to comply with policies DP21 and DP26 of the Mid Sussex District Plan, the Burgess Hill Neighbourhood Plan, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the objectives of the National Planning Policy Framework. Advertisement consent should therefore be granted.

APPENDIX A – RECOMMENDED CONDITIONS

1. The advertisement consent hereby granted expires at the end of the period of five years from the date of this notice.

Reason: To accord with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. The development hereby permitted shall be carried out in accordance with the plans listed below under the heading "Plans Referred to in Consideration of this Application".

Reason: For the avoidance of doubt and in the interest of proper planning.
3. No external materials shall be used other than those specified on the approved plans and application form without the prior approval of the Local Planning Authority.

Reason: To protect the appearance of the building and the area and to accord with Policy DP26 of the Mid Sussex District Plan 2014 - 2031.

INFORMATIVES

1. Your attention is drawn to the requirements of the Environmental Protection Act 1990 with regard to your duty of care not to cause the neighbours of the site a nuisance.

Accordingly, you are requested that:

- Hours of construction/demolition on site are restricted only to: Mondays to Fridays 0800 - 1800 hrs, Saturdays 0900 - 1300 hrs, No construction/demolition work on Sundays or Public Holidays.

- Measures shall be implemented to prevent dust generated on site from crossing the site boundary during the demolition/construction phase of the development.
- No burning of materials shall take place on site at any time.

If you require any further information on these issues, please contact Environmental Protection on 01444 477292.

2. In accordance with Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, the Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Plans Referred to in Consideration of this Application

The following plans and documents were considered when making the above decision:

Plan Type	Reference	Version	Submitted Date
Location Plan			03.11.2023
Location Plan			03.11.2023
Block Plan			03.11.2023
Proposed Elevations	86200		03.11.2023
Proposed Elevations	86201		03.11.2023
Proposed Elevations	86216		03.11.2023
Existing Elevations	86266		03.11.2023
Sections	71041	A	03.11.2023
Sections	86265		03.11.2023
Sections	82542		03.11.2023

APPENDIX B – CONSULTATIONS

Burgess Hill Town Council

Recommend Approval