

MID SUSSEX DISTRICT COUNCIL

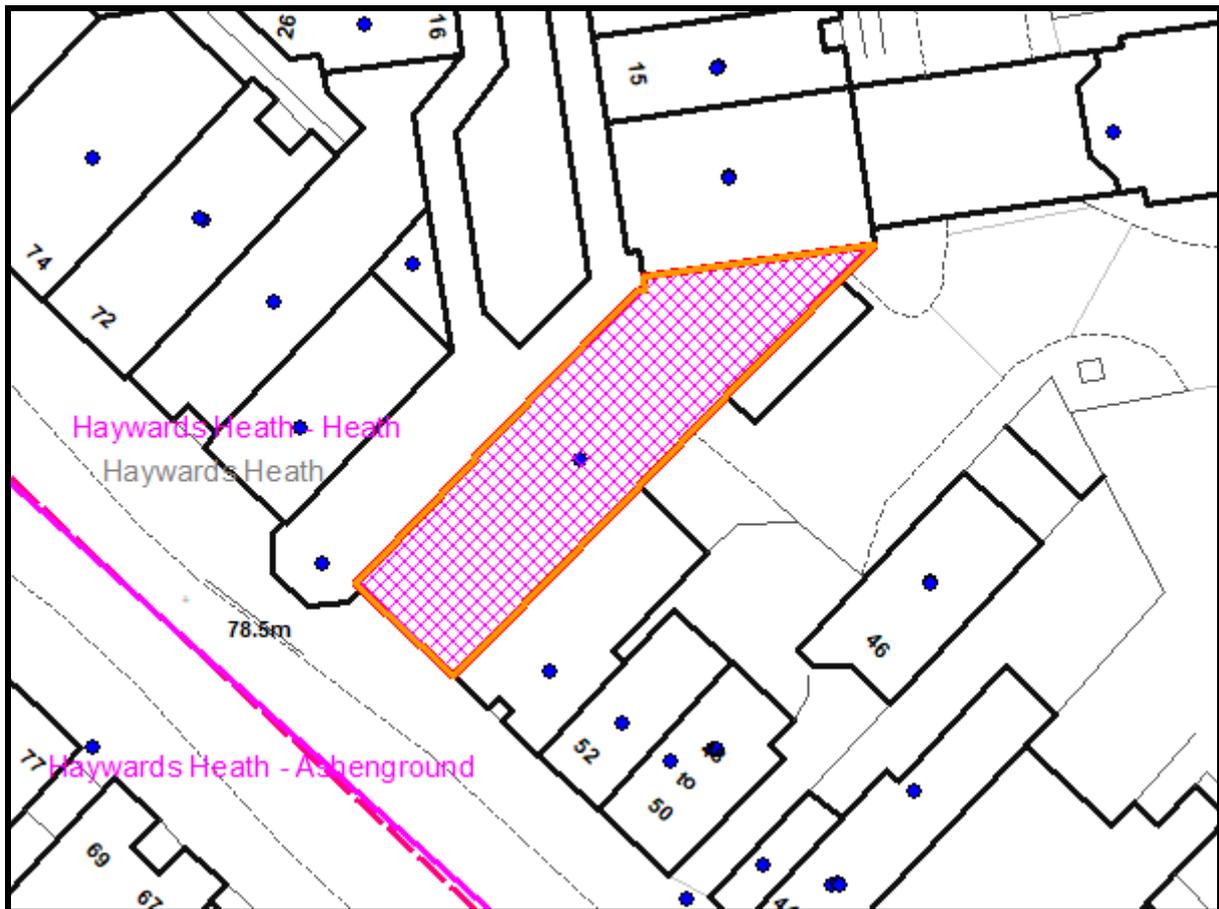
Planning Committee

11 JUN 2020

RECOMMENDED FOR PERMISSION

Haywards Heath

DM/20/1108



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**UNIT B THE ORCHARDS SHOPPING CENTRE 10 ST WILFRIDS WAY
HAYWARDS HEATH
REMOVE EXISTING SIGNS AND REPLACE WITH 3 NEW UPDATED
BRAND LOGO FASCIA SIGNS, ONE ILLUMINATED.
MR ANTHONY BORROW**

POLICY: Built Up Areas / Classified Roads - 20m buffer / Aerodrome Safeguarding (CAA) / SWT Bat Survey / Trees subject to a planning condition / Highways Agreement (WSCC) /

ODPM CODE: Advertisements

8 WEEK DATE: 12th June 2020

WARD MEMBERS: Cllr Sandra Ellis / Cllr Clive Laband /

CASE OFFICER: Caroline Grist

PURPOSE OF THE REPORT

To consider the recommendation of the Divisional Lead, Planning and Economy on the application for planning permission as detailed above.

EXECUTIVE SUMMARY

Advertisement consent is sought in order to replace three existing signs, one of which is to be illuminated.

The application relates to an existing retail unit, located on a corner plot, at the entrance to The Orchards shopping centre. The ground floor comprises the Fat Face shop, with an existing fascia on two sides.

It is being reported to planning committee as the Council is the landowner.

The proposed development complies with policy DP26 of the Mid Sussex District Plan and policy E9 of the Haywards Heath Neighbourhood Plan.

RECOMMENDATION

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

SUMMARY OF REPRESENTATIONS

No representations have been received in response to this application.

SUMMARY OF CONSULTATIONS

None.

TOWN COUNCIL OBSERVATIONS

No comment.

INTRODUCTION

The application seeks advertisement consent is sought in order to replace three existing signs, one of which is to be illuminated.

RELEVANT PLANNING HISTORY

CU/007/80 - Haywards Heath Town Centre Redevelopment comprising supermarket, 33 shops with 30 one-bed flats over, rebuilding of George Hilton and Sons' premises, all formed around pedestrian square and walkways together with additional car parking and service areas; also highway works to Church Road and Hazelgrove Road. Permitted.

HH/198/97 - Refurbishment of public areas of shopping centre, including new canopies and entrance treatment. Extension of one shop unit. Permitted.

SITE AND SURROUNDINGS

The application relates to an existing retail unit, located on a corner plot, at the entrance to The Orchards shopping centre.

The ground floor comprises the Fat Face shop, with an existing fascia on two sides. Externally the walls have a red brick finish, with regularly spaced windows that have dark frames.

The site is located within Hayward Heath Town Centre, on the primary shopping frontage. Neighbouring units are located to the south and east of the site. To the west is the public highway whist a pedestrian entrance into The Orchards is to the north.

APPLICATION DETAILS

This application seeks advertisement consent to replace existing signage. Three fascia signs are proposed, two on the northern and one on the western elevation, that would retain similar dimensions to the existing units. The sign on the western elevation is to be internally illuminated at a level of 500/cdm².

LIST OF POLICIES

Mid Sussex District Plan

DP26 - Character and Design

Haywards Heath Neighbourhood Plan

The Haywards Heath Neighbourhood Plan has been formally 'made' as of 15th December 2016.

Relevant policies:

E9 - Design

National Policy

National Planning Policy Framework (February 2019)

Legislation

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

ASSESSMENT

The Town and Country Planning Control of Advertisements) (England) Regulations 2007 states 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 that are listed as 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 132 of the National Planning Policy Framework states that *'the quality and character of places can suffer when advertisements are poorly sited and designed ... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'*.

The existing signage would be replaced with units of a similar size but of an updated design. The site is located within Haywards Heath Town Centre where there are a variety of different advertisements on shopfront fascias. Recently there have been permissions at Specsavers and W. H. Smith to have illuminated signage. These shops are opposite the application site. The proposed level of illumination would be at a level consistent with these two consents and would only apply to the elevation facing South Road, not into The Orchards shopping centre. It is therefore considered that, overall, there would not be significant harm to the visual amenity of the area as a result of the proposed development.

In terms of public safety, the illumination proposed would be static and at a level that would be considered appropriate for the area. The proposed signs are therefore considered to be appropriate in terms of the character of the existing building, and the character of the streetscene, and would not have an adverse impact on the amenity of the area or public safety.

CONCLUSION

The proposed signage is considered to be appropriate in terms of the design and would not detract from the amenity of the surrounding area. There would also not be an adverse impact on highways safety as a result of the development. The proposal is therefore considered to comply with policy DP26 of the Mid Sussex District Plan, policy E9 of the Haywards Heath Neighbourhood Plan and the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the NPPF.

The application is therefore recommended for approval subject to the conditions listed in Appendix A.

APPENDIX A – RECOMMENDED CONDITIONS

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reasons 1-5: To comply with Regulations 13(1)(b) and Schedule 1 of the above regulations.

6. 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.

Approved Plans

7. 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.

8. The intensity of illumination of the sign on the western elevation shall not exceed 500cd/m².

Reason: In the interests of visual amenity and highway safety.

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
Proposed Floor and Elevations Plan	20.1873.01-2	A	30.03.2020
Location Plan			30.03.2020
Block Plan			30.03.2020
Existing Floor and Elevations Plan	15.1543.02		30.03.2020

APPENDIX B – CONSULTATIONS

Parish Consultation

No Comment.

SUMMARY OF CONSULTATIONS

None.

TOWN COUNCIL OBSERVATIONS

No comment.