

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/3058	Case Officer:	Deborah Lynn
Application Type:	Advertisement Application		
Proposal:	Proposed totem style business sign to display 4 wooden slats with business details, in front garden.		
Site:	Physio Rooms, Church Road, Haywards Heath, West Sussex, RH16 3NU, , ,		
Validation Date	23 Dec 2025	Overall Expiry Date:	6 Mar 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	9 Mar 2026
Target Date:	17 Feb 2026	Recommending Officer Signature:	Deborah Lynn

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	9 Mar 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/3058

**Physio Rooms, Church Road, Haywards Heath, West Sussex, RH16 3NU, ,
Proposed totem style business sign to display 4 wooden slats with business details, in front garden.**

Ms C Burdon

SUMMARY OF REPRESENTATIONS

None received.

SUMMARY OF CONSULTEES

Not applicable.

HAYWARDS HEATH TOWN COUNCIL OBSERVATIONS

Comments received 19.01.2026

No comment.

INTRODUCTION

This application seeks advertisement consent for the installation of a totem style business sign in the front garden area.

RELEVANT PLANNING HISTORY

00/00216/COU - Change of use and extension to form restaurant, community room and new church premises. Amended drawings showing revised window elevation to South Road and revised gutter detail. Permission granted 06.09.2000.

DM/17/3369 - Relocation and alterations to entrance area to facilitate new disabled ramp access and replacement of doors and windows on the North East Elevation. Extend opening hours to include Sunday 9am-9pm. Permission granted 20.10.2017.

SITE AND SURROUNDINGS

The Physio Rooms, occupied by Reab Physical Health, form the northern side of a large single storey building which was converted from a church following planning permission in 2000. Zizzi's restaurant occupies the main southern section of the former church building.

The site's entrance and forecourt faces onto Church Road to the north and is set down at a lower level to the road which rises from west to east. A stone wall encloses the site to the north, with a timber close boarded fence lining the boundary of the forecourt to the east.

A vehicular access adjoins the site to the east, with a three storey block of flats at Park Court located beyond, at a higher level.

A modern 5 storey building comprised of a mixed commercial / residential use and known as Church Corner House has recently been constructed on the northern side of Church Road; a private car park accessed from Church Road adjoins the new building to the east.

In terms of planning policy, the site lies within the built up area of Haywards Heath and Haywards Heath town centre.

APPLICATION DETAILS

Proposed plans show that a totem style business sign measuring approximately 2.2 metres high by 0.8 metres wide and 0.1 metres deep is proposed within the forecourt of the premises, adjacent to the stone wall lining Church Road.

The sign will be constructed from 2 no. metal posts which display 4 no. painted timber slats, each measuring approximately 0.3 metres high by 0.6 metres wide. The slats will display the different businesses working from the premises such as reab physical health, Haywards Heath Spinal Health, amplifon and Heath Pilates. Updated details show that each advertisement will have a white background with grey and green lettering proposed for the reab sign, blue and dark yellow lettering for the Haywards Heath Spinal Health sign, red lettering for the amplifon sign, and black lettering for the Heath pilates sign.

The sign is not shown to be illuminated.

LEGAL FRAMEWORK AND LIST OF POLICIES

Planning legislation holds that the determination of a planning application shall be made in accordance with the Development Plan unless material considerations indicate otherwise.

Using this as the starting point the development plan for this part of Mid Sussex consists of the District Plan, Site Allocation Development Plan Document (DPD) and the Haywards Heath Neighbourhood Plan.

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.

Mid Sussex District Plan

The District Plan was adopted at Full Council on 28th March 2018.

Relevant policies:

DP2 Town centre development

DP21 Transport

DP26 Character and design

Site Allocations DPD

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

There are no relevant policies.

Haywards Heath Neighbourhood Plan

The Neighbourhood Plan was made on the 15th December 2016.

Relevant policies:

E9 Design

Other Legislation

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

Other Material Considerations

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

The District Council is reviewing and updating the District Plan. Upon adoption, the new District Plan 2021 - 2039 will replace the current District Plan 2014-2031 and its policies will have full weight. 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. The draft District Plan 2021-2039 (Regulation 19) is currently at Examination and the stage 1 hearings were concluded on the 31st October 2024. There are unresolved objections to some of the Policies in the draft District Plan and as such, only minimal weight can be given to the Plan and this planning application has been assessed against the policies of the adopted District Plan.

Relevant policies:

DPB1 character and design

Mid Sussex Design Guide Supplementary Planning Document (SPD)

The Council has adopted a 'Mid Sussex Design Guide' SPD that aims to help deliver high quality development across the district that responds appropriately to its context and is inclusive and sustainable. The Design Guide was adopted by Council on 4th November 2020 as an SPD for use in the consideration and determination of planning applications. The SPD is a material consideration in the determination of planning applications.

National Planning Policy Framework (NPPF) (December 2024)

The National Planning Policy Framework is a material consideration.

Paragraph 141 relates to advertisements and states that:

'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 advertisements, 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.'

National Planning Policy Guidance

ASSESSMENT

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that:

'3.—(1) 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.*

(2) Without prejudice to the generality of paragraph (1)(b)—

- (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;*
- (b) factors relevant to public safety include—*
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.'*

Visual Amenity

Policy DP26 of the District Plan relates to character and design and requires all proposals, including alterations and extensions, to be well designed and reflect the distinctive character of the towns and villages while being sensitive to the countryside as well as addressing the character and scale of the surrounding buildings and landscape. Development proposals should be of a high quality design and layout and contribute positively to and clearly define public and private realms.

Policy DP2 of the District Plan relates to town centre development and states in part that development proposals should be appropriate in scale and function to their location including the character and amenities of the surrounding area.

Policy E9 of the Neighbourhood Plan requires development proposals to protect and reinforce the local character within the locality of the site, having regard to the scale, design and materials of the development.

The proposed sign is considered acceptable in terms of design, form and scale such that it should not detract from the appearance and character of the street scene. It will be sited at a slightly lower level to the road and will be partly obscured by the front boundary wall. The materials and colours proposed for the sign are considered appropriate.

The proposed sign is therefore considered to comply with policies DP2 and DP26 of the District Plan and policy E9 of the Neighbourhood Plan.

Public Safety

Policy DP21 of the District Plan relates to transport and states in part that development proposals should protect the safety of road users and pedestrians.

The proposed sign will be wholly contained within the forecourt area of the premises and should not overhang the highway boundary. The sign will not be illuminated and is considered of an appropriate design and scale such that it should not cause a distraction to highway users on Church Road.

The proposed sign is therefore considered acceptable in the interests of highway safety.

PLANNING BALANCE AND CONCLUSION

The proposed sign is deemed acceptable in terms of siting, design, size, form and colour such that it should not have a detrimental impact upon the visual amenity of the area or upon public safety. The proposal therefore accords with policies DP2, DP21 and DP26 of the Mid Sussex District Plan and policy E9 of the Haywards Heath Neighbourhood Plan.

Decision: Permission

Case Officer: Deborah Lynn