

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0109	Case Officer:	Deborah Lynn
Application Type:	Advertisement Application		
Proposal:	Proposed 2 internally illuminated fascia signs and 3 totem signs.		
Site:	Pets At Home, Unit B, Bridge Park, 2 Imberhorne Lane, East Grinstead, West Sussex, RH19 1QY,		
Validation Date	27 Jan 2026	Overall Expiry Date:	20 Feb 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	9 Mar 2026
Target Date:	24 Mar 2026	Recommending Officer Signature:	Deborah Lynn

Date Legal Agreement Completed: (if applicable)		No of Representations:	1
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Signed and Agreed By:	Stephen Ashdown	Date:	10 Mar 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0109

Pets At Home, Unit B, Bridge Park, 2 Imberhorne Lane, East Grinstead, West Sussex, RH19 1QY
Proposed 2 internally illuminated fascia signs and 3 totem signs.

Mrs Sarah Perry

SUMMARY OF REPRESENTATIONS

One letter received raising following concerns:

- Concerned that application did not refer to additional totem.
- Require further details in respect of totem D regarding height, illumination strength and area affected when lit, what times will lighting be on.
- There is a bay window in flat above café in close proximity to area.

SUMMARY OF CONSULTEES

Not applicable.

EAST GRINSTEAD TOWN COUNCIL OBSERVATIONS

No comment.

INTRODUCTION

This application seeks advertisement consent for 2 no. internally illuminated fascia sign and 3 no. totem signs.

RELEVANT PLANNING HISTORY

DM/17/3115 - Re-skin of existing main flex box signs, non illuminated transom panel, illuminated lozenges, tenant panel sign. Permission 13.09.2017.

DM/17/2342 - Installation of a mezzanine floor to be used for retail and/or a pet care treatment and grooming facility, installation of eight no. air conditioning units, fire escape staircase and door and gas bottle storage unit. Permission 10.08.2017.

12/02082/ADV - 2 fascia signs, 4 poster frames, and 1 "deliveries" panel. Permission 09.08.2012.

12/01914/ADV - Erection of 1 freestanding totem sign. Permission 24.07.2012.

12/01343/ADV - Freestanding totem signs x 2 (description amended 29-5-2012 to reflect removal of Sign A). Permission 07.06.2012.

12/00835/ADV - 1 x internal illuminated flexible skin box sign. 1 x non illuminated flexible skin sign. 4 x aluminium pan signs, all on the front elevation. This application relates to the new Wickes building at Bridge Park and not to no. 1A The Parade as previously advertised. Permission 19.06.2012.

10/03874/FUL - Erection of two class A1 retail units, external projects area, associated car parking and landscaping together with alterations to existing access onto Imberhorne Lane. Permission 21.03.2011.

SITE AND SURROUNDINGS

This application concerns the Pets at Home retail unit located in Bridge Park retail park on Imberhorne Lane. The unit forms part of a large warehouse building together with a Wickes store which adjoins the unit to the southwest.

The building is well set back from Imberhorne Lane with a large car park located to the front (southeast) and an access road located to the northeast that serves a goods yard and loading area at the rear of the building. A parade of commercial units on London Road adjoins the access road to the northeast, with flats located at first floor level. The BP service station is located to the northwest.

The retail unit currently has 2 no. fascia signs located to the front and northeast side elevation of the building. The retail park is also served by 3 no. totem signs, 2 of which are located near the entrance with Imberhorne Lane and the other to the rear of the BP service station.

In terms of planning policy, the site lies within the built up area of East Grinstead.

APPLICATION DETAILS

The application as originally advertised proposed 2 no. internally illuminated fascia signs and 2 no. totem signs. On further inspection of the plans, it was noted that 3 no. totem signs were proposed, so the application has been re-advertised with the corrected description.

The following signage is proposed.

- Fascia sign A - proposed above the entrance to replace existing fascia. Shown to measure 5.84 m long x 1.74 m high x 0.2 metres deep. Vinyl decorated flex skin with a teal and white coloured background. Text will read 'Pets at Home' in green and white lettering, with the text 'Pets' measuring 0.85 m high. The text 'Vets for Pets' will appear against white background and will have teal and green lettering. Internally illuminated.
- Fascia sign B - proposed on northeast side elevation of building to replace existing fascia. Will measure 4.9 m long x 1.74 m high and 0.2 metres deep. Vinyl decorated flex skin, with design and colours the same as fascia sign A. Internally illuminated.
- 3 no. Totem signs - marked as D on location plan. Will replace existing 'Pets Grooming' sign on existing 3 totem signs. Each sign will measure 2.98 m long x 0.48 m high x 0.01 m deep. Vinyl signs with white background and 'Vets for Pets' text in black and green. Text will measure 0.24 metres high. Non-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 East Grinstead 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:

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.

East Grinstead Neighbourhood Plan

The Neighbourhood Plan was made on the 2nd November 2016.

Relevant policies:

EG3 promoting good design

EG11 mitigating highway impact

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)

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 EG3 of the Neighbourhood Plan relates to good design and requires that the form of development is proportionate and in keeping with the scale, heights, materials and site coverage of the surrounding area.

Paragraph 141 of the NPPF specifically refers 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.'

The proposed advertisements will replace existing signage at the premises and will advertise the Vets for Pets service that operates from the unit.

The replacement fascia signs are similar in size, design, colours and illumination to the existing fascia signs on the building and are not considered to detract from the character and appearance of the building or surrounding area.

Likewise, the new totem signs proposed are similar in size to existing totem signs and will replace an existing 'Pets Grooming' sign. A neighbour had raised concerns regarding luminance levels from the proposed totem sign adjoining Rumbly Tums Café, however the planning agent for the application has confirmed that the proposed totem signs will not be illuminated. On the basis of the information and drawings provided, it is not considered that the totem signs will detract from the appearance and character of the area.

The proposed signage is therefore considered acceptable in the interests of visual amenity and complies with policy DP26 of the District Plan and policy EG3 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.

Policy EG11 of the Neighbourhood Plan states that development proposals which cause a severe cumulative impact in terms of road safety will be refused.

The proposed fascia signs to the building will be internally illuminated and will have a luminance level of 300 candelas per square metre.

The Professional Lighting Guide was updated in 2023 and advises that signs between 5 and 20 square metres in an E3 Environmental Zone should not have luminance levels that exceed 300 candelas per square metre. The proposed signage would therefore comply with the recommendations of the Guide.

The proposed signage would be contained within the grounds of the site and would not overhang the highways boundary. By reason of its design, scale, siting and illumination, the proposal is not considered to cause a distraction to highway users on Imberhorne Lane.

The proposal is therefore considered acceptable in the interests of highway safety and should accord with aforementioned policies.

PLANNING BALANCE AND CONCLUSION

The proposed signage is deemed acceptable in terms of siting, design, size, form, colour and illumination 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 DP21 and DP26 of the Mid Sussex District Plan and policy EG3 of the East Grinstead Neighbourhood Plan.

Decision: Permission

Case Officer: Deborah Lynn