

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/2485	Case Officer:	Joseph Swift
Application Type:	Advertisement Application		
Proposal:	Installation of a digitally printed dibond panel sign with aluminium posts.		
Site:	Eastern Bridge And Link Road/Holmbush Avenue, Brookliegh, Burgess Hill, West Sussex, , , ,		
Validation Date	13 Oct 2025	Overall Expiry Date:	5 Nov 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	14 Nov 2025
Target Date:	8 Dec 2025	Recommending Officer Signature:	Joseph Swift

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	17 Nov 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/2485

**Eastern Bridge And Link Road/Holmbush Avenue, Brookliegh, Burgess Hill, West Sussex, , ,
Installation of a digitally printed dibond panel sign with aluminium posts.
Nicholas Milner**

SUMMARY OF REPRESENTATIONS

None

SUMMARY OF CONSULTEES

None

BURGESS HILL TOWN COUNCIL OBSERVATIONS

The Committee of 27th October Recommend Approval but commented that it is hoped the school is realised within the five year lifetime of the sign.

INTRODUCTION

This application (DM/25/2485) seeks advertisement consent for the Installation of a digitally printed dibond panel sign with aluminium posts on Eastbridge Avenue and Link Road, Burgess Hill.

RELEVANT PLANNING HISTORY

The wider development of Brookleigh (formerly Northern Arc) has an extensive planning History. However, the applications most relevant to this application are as follows: the original outline permission for the site was granted under application DM/18/5114 on the 04/10/2019 for:

Comprehensive, phased, mixed-use development comprising approximately 3,040 dwellings including 60 units of extra care accommodation (Use Class C3) and 13 permanent gypsy and traveller pitches, including a Centre for Community Sport with ancillary facilities (Use Class D2), three local centres (comprising Use Classes A1-A5 and B1, and stand-alone community facilities within Use Class D1), healthcare facilities (Use Class D1), and employment development comprising a 4 hectare dedicated business park (Use Classes B1 and B2), two primary school campuses and a secondary school campus (Use Class D1), public open space, recreation areas, play areas, associated infrastructure including pedestrian and cycle routes, means of access, roads, car parking, bridges, landscaping, surface water attenuation, recycling centre and waste collection infrastructure with associated demolition of existing buildings and structures, earthworks, temporary and permanent utility infrastructure and associated works.

This outline permission was amended under application DM/21/3279 on the 09/12/2022 A further section 73 application (DM/23/0747) was submitted to vary DM/21/3279 and was approved 03/10/2025.

The Eastern Bridge and Link Road (EBLR) was granted permission under application DM/19/3313 on the 17/01/2020 for:

Construction of a single carriageway link road from Isaacs Lane to Freeks Farm comprising a new all-movements junction on A273 Isaac's Lane, highway comprising 6.1 - 6.5m carriageway with separate 4.5m 'Green Superhighway' and 3m cycle/footway provision on the north side and 2m footway on the south side segregated from the carriageway by landscaped verges, including all-modes bridge across the River Adur, constructed to an adoptable standard, together with, earthworks, surface water and foul drainage infrastructure, utilities corridors, street lighting, landscaping and temporary fencing.

Supplementary submission received 26th November 2019 including additional details in respect of drainage, highways, bridge design, utilities strategy and landscape together with amended location and land ownership plan.

An application is pending consideration under application reference DM/21/4355 for:

Application under Section 73 of the Town and Country Planning Act 1990 (as amended) seeking alterations to conditions 4 (compliance with Ecology Statement) and 15 (compliance with submitted plans) of planning permission DM/19/3313 to allow amendments to Ecology Strategy and amendments to the road layout and signage and the addition of a road crossing for equestrian users, cyclists and pedestrians.

SITE AND SURROUNDINGS

The application site is located on the northern side of the Eastern Bridge Link Road, set back from the junction with Isaacs Lane (A273) by approximately 58 metres. The areas to the north and south of the EBLR are currently open fields, however these parcels are designated for development, with applications for these parcels currently pending consideration.

In policy terms the site is within the built up area of Burgess Hill.

APPLICATION DETAILS

The proposed signage would measure 2.5 metres in height, by 1 metre in width, with a depth of 0.02 metres. The proposed signage will be a digitally printed dibond panel sign, with a white background and purple and black text and would not 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 and the Site Allocations Development Plan Document.

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 in 2018. The most relevant policy is:

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.

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 is considered to be most relevant to this application.

ASSESSMENT

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.' 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).'

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 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.'

Impact on Visual Amenity

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.'

A similar ethos is found within the Mid Sussex Design Guide SPD.

The proposed signage is considered to be appropriate in terms of the design, while being set back from the junction it would provide clear directions after entering the EBLR while also not being overly prominent in the context of the wider locality.

Taking into account the above, the proposal is considered to have an acceptable impact upon the visual amenity of the wider street scene and in terms of design and character it is considered to comply with Policy DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide and the NPPF.

Public Safety

Having regard to the consideration of public safety set out at Regulation 3(2)(b) (as amended) and the generality of 'any other relevant factors'. The relevant issue in respect to this application is the safety of highway users.

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. As set out within the cover letter, the proposed signage will be located on the grass verge next to the footpath and will not impinge on movements along the footpath. The sign is not illuminated and would not be within the visibility splays of the junction. As a result, the proposal is not considered to create a public safety issue. Therefore, the proposal complies DP21 of the Mid Sussex District Plan.

CONCLUSION

The proposed sign is considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. There would also not be an adverse impact on highway safety as a result of the development.

The proposal is therefore considered to comply with policies DP21 and DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide, the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the relevant contents of the NPPF.

Decision: Permission

Case Officer: Joseph Swift