

Mid Sussex District CouncilOaklands Road
Haywards Heath
RH16 1SS

29 April 2026

Dear Sir/Madam,

APPLICATION FOR NEW DIGITAL SIGNAGE, HOLIDAY INN, CRABBET PARK, TURNERS HILL ROAD, RH10 4SS**PLANNING PORTAL REF: PP-14817955**

We act on behalf of our client, Pearl Hotels (Holding) Ltd, and are instructed to submit an application for the provision of new digital signs, to replace existing fixed signs, to two free standing sign / advert boards at the entrance to the Holiday Inn premises at the above site.'

Alongside the application form and relevant fee, this application comprises the following plans and documents:

- 1) Covering Letter (*this letter*)
- 2) Location Plan (Drawing no. WPD1326/A/01 Rev A)
- 3) Block Plan (Drawing No. WPD1326/A/02 Rev A)
- 4) Existing & Proposed Layout Plans & Elevations (WPD1326/A/10 Rev D)

APPLICATION SITE

The application site encompasses either side of the road access to the Crabbet Park estate, from Turners Hill Road. To the north is the Crabbet Park estate, containing the Holiday Inn hotel, with other users and companies occupying other buildings within the park estate. Directly to the east and west are well-treed boundaries and fencing that flanks the north side of Turners Hill Road and marks the edge of the Crabbet Park estate area. To the south is Turners Hill Road, on the south side of which is a pair of semi-detached dwellings.

SITE PLANNING HISTORY

The Council's on-line planning register lists a number of applications previously submitted in respect of the wider Crabbet Park site, none of which is directly relevant to the proposal. The site history, however, identifies two previous approvals for signage at the site, these are:

- WP/049/99 – Display of 2 halo Lit 'v' shaped signs. Consented on 23rd July 1999
- 08/00869/ADV - 2x internally illuminated bespoke post mounted signs (replacing existing panels), consented on 13th June 2008.

PROPOSAL

The proposed signs are to be affixed to existing posts / signboard currently in situ either side of the road access to the Crabbet Park estate.

The existing signage structures each comprise three supporting posts, between which are internally illuminated sign boards relating to the companies operating within the Crabbet Park estate.

The proposal involves the replacement and repositioning of existing internally illuminated sign boards, and the installation of 2x digital sign boards. The submitted 'Existing & Proposed Layout Plans & Elevations' confirms the proposed location of the digital sign boards as part of the signage structures east and west of the Crabbet Park access road.

The proposed digital signs each measure 1920mm x 1920mm, and are to be affixed to existing supporting poles, similar to the existing signage. The signs will be internally illuminated, and the LED digital display enables the both the luminance and the graphics/image displayed to be varied.

Luminance of the proposed signage is proposed to be controlled via an integrated ambient light sensor that enables automatic adjustment of the screen brightness relative to prevailing light conditions. Consequently, whilst it will be brighter during daylight hours than during evening hours, the illuminance levels will be relative to local lighting conditions and automatically managed to prevent excessive luminance levels, and the luminance levels will not exceed the minimum necessary for legibility.

Additionally, unlike traditional illuminated signage that can cause glare, modern LED displays, as proposed, allow an even light output and prevent glare associated with 'direct' lighting, such as often used for internally and externally illuminated signage.

Daytime luminance is expected to be within the range of 1200 – 2000 cd/m².

Evening/Night-time luminance is expected to be approximately 200 cd/m².

These luminance levels align with the advice set out in the Institute of Lighting Professionals Technical Note relating to the brightness of illuminated adverts and digital displays.

(Please note that the luminance level referred to on the application form is max illuminance. Due to the limitations of the PlanningPortal on-line form, variable luminance levels cannot be referenced).

Given the above controls and parameters on the operation of the proposed signs, there is no expectation that the proposed signs will have any adverse impact either on the residential amenity of the nearby dwellings or the safety of road users using Turners Hill Road.

POLICY CONTEXT

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides the legislative basis for the control of adverts & signage, and that such control should be applied solely in the interest of amenity and public safety, taking into account the provisions of the development plan (if material) and *“any other relevant factors”*.

Paragraph 141 of the NPPF says that the advertisement consent process should be *“operated in a way which is simple efficient and effective”* and that advertisements should be subject to control *“only in the interests of amenity and public safety”*. National Planning Policy Guidance also provides guidance on public safety and amenity considerations in the context of advert proposals.

While there is no discrete ‘advertisement’ policy within the Mid Sussex District Plan, Policy DP26 of the plan provides general design expectations and criteria, including:

- is of high-quality design
- contributes positively to, and clearly defines, public and private realms
- does not cause significant harm to the amenities of existing nearby residents, and
- has regard to the character of the existing area

PLANNING CONSIDERATIONS

The proposed signage will replace existing internally illuminated signage, at a location that has been deemed suitable and appropriate for such signage, by virtue of previous advertisement consents including 08/00869/ADV. Additionally, given the illumination of the existing signage is not controlled by condition, the luminance controls provided by the proposed signage provide assurance that the signage will not give rise to any additional amenity impact within the local area, including in respect of the residential dwellings opposite the site.

The proposal will form part of, and will be viewed as part of, the existing internally illuminated free-standing signage for the Crabbet Park estate that flanks the access road into the estate area close to its junction with Turners Hill Road. The existing (and proposed) signs at this location provide a ‘signposting’ purpose directing users, and particularly to road users, to the Crabbet Park estate.

The luminance of the proposed signage will be appropriately controlled through the application of an integrated ambient light sensor, ensuring that the luminance levels will be relative to local lighting conditions and appropriate.

Within that existing context, the proposed signs are entirely appropriate for their location and will not materially affect any element of local amenity or public safety.

Should you require any further information to assist with the determination of this application, please do not hesitate to contact me.

Yours faithfully,

