

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/1097	Case Officer:	Susan Dubberley
Application Type:	Advertisement Application		
Proposal:	Proposed no.3 non-illuminated vinyl sign, no.3 internally illuminated signcase, no.3 internally illuminated totem H mounted sign and no.1 non-illuminated warning sign.		
Site:	Sussex House, Perrymount Road, Haywards Heath, West Sussex, RH16 1DN, , ,		
Validation Date	6 May 2026	Overall Expiry Date:	12 Jun 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	23 Jun 2026
Target Date:	1 Jul 2026	Recommending Officer Signature:	<i>Susan Dubberley</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
--	--	-------------------------------	---

Signed and Agreed By:	<i>Steven King</i>	Date:	23 Jun 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/1097

**Sussex House, Perrymount Road, Haywards Heath, West Sussex, RH16 1DN, ,
Proposed no.3 non-illuminated vinyl sign, no.3 internally illuminated signcase, no.3 internally
illuminated totem H mounted sign and no.1 non-illuminated warning sign.
Aldi Stores Ltd**

Haywards Heath Town Council comments

No Comment.

SUMMARY OF REPRESENTATIONS

None

SUMMARY OF CONSULTATIONS

None.

INTRODUCTION

This application seeks advertisement consent for the installation of no.3 non-illuminated vinyl sign, no.3 internally illuminated signcase, no.3 internally illuminated totem H mounted sign and no.1 non-illuminated warning sign.

RELEVANT PLANNING HISTORY

DM/24/3077 - Demolition of the existing buildings and construction of a new food store (Use Class E(a)), with access, car and cycle parking, landscaping and associated works. A 'Copenhagen' crossing along the site entrance and the installation of cricket nets. Approved 23.02.2026.

SITE AND SURROUNDINGS

The application site is located on the east side of Perrymount Road and contains a, two-storey, vacant office building located to the rear of the site, with two further buildings located on the frontage of the site either side of the access road, as well as associated car parking. The frontage units being a two-storey detached retail unit with office uses at first floor and a two-storey Budgens and Post Office retail unit.

All of the units are now vacant with the site currently secured by hoardings around the perimeter and demolition of the buildings on the site has begun.

Immediately to the east of the site is the Heath recreation ground which is also the home of Haywards Heath Cricket club, and there are some three-storey residential dwellings, located on Park View and accessed from Sydney Road. The site is set on higher ground to the recreation ground and there are mature trees along the boundary. To the west on the opposite side of Perrymount Road is the rear of the Waitrose store. To the north of the Site are a mix of two and three storey detached residential properties and flats with residential and commercial uses located at ground floor level, with a row of lock up garages sited along the boundary. To the south of the Site, is the Clair Hall.

The site lies within the built up area boundary of Haywards Heath and the rear of the site adjoins the boundary of The Heath Conservation Area.

APPLICATION DETAILS

This advertisement application is for the installation of no.3 non-illuminated vinyl sign, no.3 internally illuminated signcase, no.3 internally illuminated totem H mounted sign and no.1 non-illuminated warning sign, the measurements are as follows:

- o Sign 1 -Aldi Logo SignCase (2070 x 2470mm) internally illuminated
- o Sign 2 - Opening Hours (1742 x 960mm) internally illuminated
- o Sign 3 - EV Chargers (1742 x 674mm) internally illuminated
- o Sign 4 - Aldi Welcome Vinyl (1.925mm x 650mm x 1.5mm) non-illuminated
- o Sign 5 - Fascia Aldi Logo SignCase (1,900mm x 1,597mm x 120mm) internally illuminated
- o Sign 6 - Fascia Aldi Logo SignCase (1,900mm x 1,597mm x 120mm) internally illuminated
- o Sign 7 - Other type, Warning Cricket Sign (600mm x 370mm x 3mm) non-illuminated
- o Sign 8 - Other type, Aldi Logo Vinyl (904mm x 758mm x 1.5mm) non-illuminated
- o Sign 9 - Other type, Aldi Logo Vinyl 904mm x 758mm x 1.5mm) non-illuminated
- o Sign 10 - Fascia type, Aldi Logo SignCase (1,900mm x 1,597mm x 120mm) internally illuminated

Signs 4,5,6, 8, 9 and 10 would be sited on the retail building itself and signs 1,2,and 3 would be all located on the same totem pole style sign, at the site entrance. Sign 7, with the cricket warning sign would be located within the car park.

The applicants are seeking the advertisements for a period of 5 years.

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 Allocations Development Plan Document (DPD) and the Haywards Heath Neighbourhood Plan.

Mid Sussex District Plan (Mar 2018)

The Mid Sussex District Plan 2014-2031 was adopted at Full Council on 28 March 2018.

Relevant policies:

Policy DP21: Transport

Policy DP26: Character and Design

Site Allocations DPD

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

There are no relevant policies.

Haywards Heath Neighbourhood Plan

Haywards Heath Neighbourhood Plan was made in 2016.

Relevant policies:

Policy 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 hearings were concluded on the 19th March 2026. The District Plan remains at Examination until the Inspector has published his report, until that time 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 Policy and Other Documents

National Planning Policy Framework (NPPF) (Dec 2024)

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.

(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.'

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 advertisement, 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.'

Policy DP26 of the Mid Sussex District Plan states (in part):

'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 ...'*

In this case it is considered, that having regard to the number and form of the advertisements, that the proposals would not have a detrimental impact on the character and appearance of the area, or nearby residential amenity.

It is further considered that their size and form will not be harmful to public safety, including highway safety.

CONCLUSION

In conclusion, the scale and siting of the proposed signage would be acceptable. There would be no highway safety impact, harm to the visual amenities of the area, or significant impact on nearby residents' amenity. The proposal is therefore considered to comply with policies DP21 and DP26 of the Mid Sussex District Plan, policy E9 of the Neighbourhood Plan and the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the relevant paragraph of the NPPF.

Decision: Permission

Case Officer: Susan Dubberley