

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/1848	Case Officer:	Jessica Szollosi
Application Type:	Advertisement Application		
Proposal:	Retrospective application for the display of a temporary, non-illuminated, double-sided aluminium panel marketing sign mounted on aluminium posts.		
Site:	Land At Wheatsheaf Inn, Broad Street, Cuckfield, Haywards Heath, West Sussex, RH17 5DW, ,		
Validation Date	27 Jul 2026	Overall Expiry Date:	15 Sep 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	30 Sep 2026
Target Date:	21 Sep 2026	Recommending Officer Signature:	Jessica Szollosi

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	30 Sep 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/1848

Land At Wheatsheaf Inn, Broad Street, Cuckfield, Haywards Heath, West Sussex, RH17 5DW, Retrospective application for the display of a temporary, non-illuminated, double-sided aluminium panel marketing sign mounted on aluminium posts.

C/o Agent

SUMMARY OF REPRESENTATIONS

None received.

PARISH COUNCIL REPRESENTATIONS

Cuckfield Parish Council

No objection - committee noted that the developer had selected muted and appropriate colours that complemented the surrounding environment.

INTRODUCTION

The retrospective application seeks advertisement consent for the display of a temporary, non-illuminated, double-sided aluminium panel marketing sign mounted on aluminium posts.

The advertisement does not fall within the conditions and limitations set out in Class 3, schedule 3 of the Town and Country (Control of Advertisements) (England) Regulations 2007 ('the Act'), and therefore does not benefit from deemed planning consent, such that the applicant has sought advertising consent pursuant to the Act.

RELEVANT PLANNING HISTORY

10/01965/FUL - New terraced area (Retrospective) - Permitted on 29/07/2010

01/01672/ADV - External strip lighting - permitted 19/10/2009

06/00160/ADV - Retrospective application for two 'A' frame boards. One externally illuminated freestanding sign. One banner sign adjacent to car park. One canvas Christmas banner - Split Decision 11/11/2006

CU/018/89 - 1 no painted direct on gable - permitted 28/04/1989

CU/040/87/AP3 - Amended Plans: Extension to form hotel accommodation and alterations to existing car park. Amended plans showing: Addition of fire escape and rear dormer window - 28/03/1989

CU/040/87/AP2 - Amended plans: extension to form hotel accommodation and alterations to existing car park. amended plans showing: existing storage area to be incorporated into kitchen area - Permitted 21/10/1988

CU/040/87/AP1 - Amended plans: extension to form hotel accommodation and alterations to existing car park. Amended plans showing: no details - Permitted 14/01/1988

CU/040/87 - Extension to form hotel accommodation and alterations to existing car park - Permitted 30/10/1987

SITE AND SURROUNDINGS

The application site is located to the south of Broad Street, a Class B classified road and consists of a pub with enclosed terrace to the west of the site with an adjacent car park to the east of the site. A grass bank separates the car park from a pedestrian footpath and adjacent Broad Street.

The site lies within the built-up area of Cuckfield and is surrounded by residential properties to the east on Broad Street and to the south on Old Park Cose. Residential properties are also located on Broad Street and Hatchgate Lane to the north of the site.

APPLICATION DETAILS

The application for consent to display an advertisement is made retrospectively pursuant to the Act and seeks to erect one temporary advertising sign on the grass bank adjacent to the car parking at Wheatsheaf Inn and to the south of Broad Street for the period 18th June 2026 to 30th June 2027.

The advertisement is a free standing double sided 5mm aluminium plate with vinyl transfer, measuring 1.2 metres in height and 0.8 metres in width, supported by two round aluminium white powder coated posts set in the ground, measuring a height of 1.5 metres and a width of 0.075 metres. In total, the advertising sign, including posts, measures a height of 1.5 metres and a width of 0.95 metres.

The signage has been sited approximately 3.5 metres from the public highway on the southern side of Broad Street and displays an image of the residential development for sale and the name of the development, 'Milkmaids Gardens', together with the words '4 Bedroom Detached Homes' and the name and contact details for the developer. The text is cream and yellow on a dark green background.

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 Cuckfield Neighbourhood Plan.

Mid Sussex District Plan

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

Relevant policies:

DP21 - Transport

DP26 - Character and Design

Neighbourhood Plan

The Cuckfield Neighbourhood Plan was made on 1 October 2014.

Relevant policies:

CNP 13 - Shop Fronts and Advertisements

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 is currently at Examination with initial hearings held in

February/March 2026. The Council has consulted on Main Modifications which are required to ensure the plan is legally compliant and sound with further Hearings taking place in November 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 Planning Policy Framework (NPPF) (August 2026)

National Planning Policy Guidance

ASSESSMENT

- Principle
- Impact on visual amenity
- Public safety

Principle

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.'

Impact on Visual Amenity

Policy DP26 of the District Plan relates to character and design and requires all proposals to be well designed and reflect the distinctive character of the towns and villages within which they are located.

Policy CNP 13 of the Cuckfield Neighbourhood Plan relates to advertisements and states that advertisements will be permitted where it would be designed to preserve and enhance the character or appearance of the Conservation Areas and would not cause visual clutter in the street scene or significant harm to the appearance of any building on which it would be displayed.

However, these are considered to have limited weight as they are materially inconsistent with the NPPF, and greater weight should be given to policy DP3 and P3 of the NPPF.

Policy DP3 of the NPPF relates to the key principles for well-designed places and sets out that development proposals should respond to their context (the history, character and features of their site and its setting) so that they integrate with and enhance their surroundings.

Policy P3 of the NPPF relates to living conditions and pollution (including amenity in all other areas). Policy P3(2)(b) of the NPPF states that development proposals should not give rise to or contribute to unacceptable levels of daylight and sunlight, air, noise, artificial light, water, soil or other forms of pollution on or beyond the site. Policy P3(2)(e) states that development proposals should limit any adverse impact from artificial light on local amenity, intrinsically dark landscapes and nature.

The application site relates to a public house within the village of Cuckfield, surrounded by residential dwellings to the east, west and south and beyond Broad Street to the north of the site.

The non-illuminated advertising signage is of a simple design and is considered to be of a modest scale and form that would not appear overly dominant within the surrounding street scene; remaining proportionate to its setting. Moreover, the sign comprises a muted colour palette and is non-illuminated, and therefore not considered to give rise to or contribute to any artificial light.

As such, the advertising signage is considered to have an acceptable impact upon the visual amenity of the street scene and responds to the context of the site and surrounding area. It is therefore considered to comply with the policies DP3, P3 and TR4 of the NPPF, policy DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide and Regulation 3(2)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

However, this is considered to have limited weight as it is materially inconsistent with the NPPF, and greater weight should be given to policy TR4 and TR6 of the NPPF.

Policy TR4 of the NPPF relates to street design, access and parking. Policy TR4(1) of the NPPF states that proposals should employ measures to ensure that the arrangement of streets and other routes help to create places that are safe, inclusive and attractive for all users, including the avoidance of street clutter.

Policy TR6 of the NPPF relates to assessing transport impacts. Policy TR6(4) states that development proposals should be refused if they would have a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety.

Due to its scale, form and position set back approximately 3.5 metres from the public highway on an elevated grassed bank, the non-illuminated signage would not be considered to clutter the street scene or cause an obstruction for pedestrians, cyclists or vehicles. The advertisement is considered modest and would not obscure signage or sightlines or hinder the interpretation of any traffic signage, nor would it distract drivers or impede visibility splays. The signage is not considered to result in a public safety or highways hazard, nor is it considered to have a severe adverse impact on the transport network.

As such, the signage accords with policies TR4 and TR6 of the NPPF, Policy DP21 of the District Plan and Regulation 3(2)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

CONCLUSION

The advertising signage is appropriate in terms of scale and form and is considered to have an acceptable impact upon the visual amenity of the street scene and respond to the context of the site and surrounding area. The signage is not considered to result in a public safety or highways hazard, nor is it considered to have a severe adverse impact on the transport network.

As such, the signage is therefore considered to comply with policies DP3, P3, TR4 and TR6 of the NPPF, policies DP21 and DP26 of the Mid Sussex District Plan, the Cuckfield Neighbourhood Plan, the Mid Sussex Design Guide, and the relevant provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Decision: Permission

Case Officer: Jessica Szollosi