

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/1571	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	Installation of replacement signs to include 1x all mounted projecting sign, 1x set of sign written house name letters, 1x set of sign written secondary text, 3x amenity boards, 1x door plaque, 2x small lanterns, 1x welcome panel, 1x set of sign written house name and logo, 1x single sided post mounted car park sign, 1x single sided post mounted corex sign and 3x chalkboards		
Site:	Dorset Arms, 58 High Street, East Grinstead, West Sussex, RH19 3DE, , ,		
Validation Date	24 Jun 2025	Overall Expiry Date:	25 Jul 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	13 Aug 2025
Target Date:	19 Aug 2025	Recommending Officer Signature:	<i>Catherine Cardin</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Stephen Ashdown</i>	Date:	14 Aug 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/1571

**Dorset Arms, 58 High Street, East Grinstead, West Sussex, RH19 3DE, ,
Installation of replacement signs to include 1x all mounted projecting sign, 1x set of sign written house name letters, 1x set of sign written secondary text, 3x amenity boards, 1x door plaque, 2x small lanterns, 1x welcome panel, 1x set of sign written house name and logo, 1x single sided post mounted car park sign, 1x single sided post mounted corex sign and 3x chalkboards
Mr Simon Pettifer**

SUMMARY OF REPRESENTATIONS

None received.

SUMMARY OF CONSULTEES

MSDC Conservation Officer

The Dorset Arms is a Grade II listed historic coaching inn located in a prominent position on the High Street within the East Grinstead Conservation Area. From the list description, it is a timber framed building dating from the 18th century. It is attached to its eastern side to a row of other listed buildings which line the southern side of the eastern end of the High Street.

The current proposal relates to the signage to the building, and is for the removal and replacement of all of the existing signs to the building, including a projecting sign, sign written lettering, amenity boards and lanterns, and car parking signage.

The location and scale of the signage and associated lighting is generally similar to the existing, and is considered sympathetic to the building, as is the revised design. The materials include some which might not in other circumstances be regarded as appropriate for use in the context of a listed building (e.g. Corex), but given the nature of the existing signage and its materials it is not on balance considered that an objection on these grounds could be sustained.

The proposal is therefore considered to preserve the special interest of the listed building and the character and appearance of the Conservation Area. This meets the requirements of District Plan Policies DP34 and DP35 and the relevant paragraphs of the NPPF.

WSCC Highways

WSCC in its role as Local Highway Authority (LHA) has been consulted on highway matters for the proposed installation of replacement signage and lighting. The site is located on High Street, a C-classified road subject to a speed restriction of 20 mph.

The Application Form states that the illuminated signage will be lit at 250cd/m², which would be in accordance with the recommended illuminance levels for an E3 Zone Area as outlined in The Institute of Lighting Engineers' Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements including Digital Displays" (2023).

Any signs or lights that will overhang the maintained highway will be subject to a Section 177 Licence obtained from WSCC. A suitably worded informative note is included below.

In summary, the LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 116), and that there are no transport grounds to resist the proposal.

TOWN COUNCIL REPRESENTATIONS

No comment.

INTRODUCTION

Planning permission is sought for replacement signs and repainting of the exterior of the building.

RELEVANT PLANNING HISTORY

14/00711/LBC- Installation of additional signage - 1no. Greene King stone plaque and 1 no. Greene King crown and arrows logo. Permission.

14/00713/ADV- Installation of additional signage - 1no. Greene King stone plaque and 1 no. Greene King crown and arrows logo. Permission.

14/04690/ADV- Replace old signs with 2 no. hand painted letter signs, 3 no. amenity signs, 1 no. car park disclaimer, 1 no. projecting hanging sign and 1 no. A4 menu box (note amended description 11/03/2015). Permission.

14/04692/LBC- Replace old signs with 2 no. hand painted letter signs, 3 no. amenity signs, 1 no. projecting hanging sign and 1 no. A4 menu box (note amended description 11/03/2015). Permission.

SITE AND SURROUNDINGS

The application property comprises a Grade II listed timber framed two storey end of terrace public house with pitched dormers to the front roof slope. The building's front and west side elevations comprise painted brickwork, finished in a muted blue/grey and white painted timber windows. A first over ground element to the building's east provides for vehicular access to an extensive rear car park.

The application site is within the East Grinstead High Street Conservation Area and within the built-up area boundary of East Grinstead. The surrounding area is predominantly commercial use with some first-floor residential use. Sensitively designed advertisements and shop frontages are therefore common features in the surrounding streetscene. The site occupies a corner plot which slopes down towards the south. Neighbouring properties are located to the east and south. Highway is located to the north.

APPLICATION DETAILS

The proposal seeks to install replacement signs and to repaint the exterior of the building.

The wall mounted projecting sign would be sited on the northern elevation some 5.4 metres from ground level. It is to measure some 0.8 metres in width and some 1.2 metres in height, displaying the text 'The Earl of Dorset' some 0.1 metres in height. The text colour of the projecting sign would be cream on a blue/grey background. This would be externally illuminated with a luminance of 250 cd.

The house name letters would be sited on the northern elevation some 3.4 metres from ground level. It is to measure some 4.6 metres in width and some 0.4 metres in height, displaying the text 'The Earl of Dorset' some 0.3 metres in height. The text colour of the external signwriting would be blue/grey on a cream background. This would be externally illuminated with a luminance of 250 cd.

The secondary text would be sited on the northern elevation above the passageway some 3.3 metres from ground level. It is to measure some 2.4 metres in width and some 0.1 metres in height, displaying the text 'Through to car park' some 0.1 metres in height. The text colour would be blue/grey on a cream background.

Three amenity boards are proposed, two on the northern elevation and one on the southern elevation some 1.5 metres from ground level. They would measure some 0.7 metres in width and some 0.9 metres in height, displaying the text 'pub, sport, dining & garden' some 50 centimetres in height. The text colour would be cream on a blue/grey background.

The door plaque would be sited on the northern elevation some 1.5 metres from ground level. It is to measure some 32 centimetres in width and some 16 centimetres in height, displaying the text 'Hive pubs' some 4 centimetres in height. The text colour would be cream on a blue/grey background.

Two lanterns are proposed. These would be sited on the northern elevation some 2.3 metres from ground level. These would measure some 37 centimetres in height and some 23 centimetres in width. These would be externally illuminated with a luminance of 250 cd.

The welcome panel would be sited on the northern elevation some 2.7 metres from ground level. It is to measure some 1.1 metres in width and some 0.2 metres in height, displaying the text 'Welcome' some 12 centimetres in height. The text colour would be yellow on a blue/grey background.

The sign written house name and logo would be sited on the western elevation some 3.8 metres from ground level. The house name is to measure some 1.3 metres in width and some 1.9 metres in height, displaying the text 'The Earl of Dorset' some 30 centimetres in height. The text colour would be cream on a grey blue background. The logo would measure some 1.1 metres in width and some 1.9 metres in height. The logo colour would be cream on a blue/grey background.

The post mounted car park sign would be sited to the rear of the application property some 10 metres from the southern elevation and 1 metre from ground level. This would measure some 1.2 metres in width and some 0.9 metres in height, displaying the text 'The Earl of Dorset car park' some 50 centimetres in height. The text colour would be cream on a blue/grey background.

The post mounted corex sign would be sited to the rear of the application property some 10 metres from the southern elevation and 1.4 metres from ground level. This would measure some 1.5 metres in width and some 0.8 metres in height and would be finished in blue/grey.

The three chalkboards would be sited to the rear of the application property and would be finished in blue/grey.

It is proposed to repaint the exterior of the building. This would be painted cream on the northern elevation and blue/grey on the western elevation.

Finally, it is proposed to refurbish an existing lantern on the northern elevation. This would be externally illuminated with a luminance of 250 cd.

An application for Listed Building Consent at this property is also being considered under reference DM/25/1570.

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 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

DP34 - Listed Buildings and Other Heritage Assets

DP35 - Conservation Areas

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.

Neighbourhood Plan

East Grinstead Neighbourhood Plan made in 2016.

Relevant policies:

Policy EG3 - Promoting Good Design

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

DPB2 - Listed Buildings and Other Heritage Assets

DPB3 - Conservation Areas

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)

Other Legislation

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning (Listed Buildings and Conservation Areas) Act 1990

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.'

Paragraph 141 Of the NPPF 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'.

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:

- o is of high quality design and layout and includes appropriate landscaping and greenspace;*
- o 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;*
- o creates a sense of place while addressing the character and scale of the surrounding buildings and landscape*
- o protects open spaces, trees and gardens that contribute to the character of the area;*
- o protects valued townscapes and the separate identity and character of towns and villages;*
- o 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);*
- o creates a pedestrian-friendly layout that is safe, well connected, legible and accessible;*
- o incorporates well integrated parking that does not dominate the street environment, particularly where high density housing is proposed;*
- o positively addresses sustainability considerations in the layout and the building design;*
- o 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;*
- o optimises the potential of the site to accommodate development.'*

Policy EG3 of the East Grinstead Neighbourhood Plan states that:

'Planning permission will normally be granted where development proposals meet the following criteria:

- a) The form of the proposed development is proportionate and in keeping with the scale, height, materials and site coverage of the surrounding area;*
- b) The layout of the proposed development respects the topography and character of the site, protects important landscape features and does not harm adjoining amenity;*
- c) The proposal does not result in the loss of buildings or spaces that would have an unacceptable impact on the character of the area;*
- d) The proposal ensures satisfactory means of access for vehicles and pedestrians and provides adequate parking, cycle storage and refuse facilities on site;*
- e) The design of new buildings and the layout of spaces, including footways, car and cycle parking areas, should be permeable and provide connectivity with neighbouring areas;*

- f) New development must be inclusive and where appropriate make satisfactory provision for the safe and easy access for those with mobility impairment; and
- g) The design of new developments must result in the creation of a safe and secure environment and incorporate adequate security measures and features to deter crime, fear of crime, disorder and anti-social behaviour; and
- h) Proposals make provision for green infrastructure and biodiversity enhancement. Due to infrastructure constraints within the town, all new development proposals, which generate a net increase in traffic (excluding householder applications), will be required to contribute towards improving the walking and cycle network related to the development and be of a recognised acceptable standard.'

Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states 'In considering whether to grant planning permission (or permission in principle) for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.'

Policy DP34 of the Mid Sussex District Plan states:

"Listed Buildings Development will be required to protect listed buildings and their settings. This will be achieved by ensuring that:

- *A thorough understanding of the significance of the listed building and its setting has been demonstrated. This will be proportionate to the importance of the building and potential impact of the proposal;*
- *Alterations or extensions to a listed building respect its historic form, scale, setting, significance and fabric. Proposals for the conversion or change of use of a listed building retain its significance and character whilst ensuring that the building remains in a viable use;*
- *Traditional building materials and construction techniques are normally used. The installation of uPVC windows and doors will not be acceptable;*
- *Satellite antennae, solar panels or other renewable energy installations are not sited in a prominent location, and where possible within the curtilage rather than on the building itself;*
- *Special regard is given to protecting the setting of a listed building;*
- *Where the historic fabric of a building may be affected by alterations or other proposals, the applicant is expected to fund the recording or exploratory opening up of historic fabric.*

Other Heritage Assets

Development that retains buildings which are not listed but are of architectural or historic merit, or which make a significant and positive contribution to the street scene will be permitted in preference to their demolition and redevelopment.

The Council will seek to conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the character and quality of life of the District. Significance can be defined as the special interest of a heritage asset, which may be archaeological, architectural, artistic or historic.

Proposals affecting such heritage assets will be considered in accordance with the policies in the National Planning Policy Framework (NPPF) and current Government guidance'.

Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states 'In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of conservation preserving or enhancing the character or appearance of that area.'

Policy DP35 of the Mid Sussex District Plan relates to Conservation Areas and states that: *'Development will also protect the setting of the conservation area and in particular views into and out of the area. New buildings of outstanding or innovative design may be acceptable in conservation areas provided that their impact would not cause material harm to the area.'*

The site is located within East Grinstead Town Centre, where there is a variety of signage and shop front designs. The proposal is within the setting of the East Grinstead Conservation Area and within the setting of several Listed Buildings.

The proposed signs are to be of simple designs. They are considered to be of scales and forms that would not appear overly dominant and would appear proportionate to the host building.

The MSDC Conservation Officer was consulted on the application and has considered that the proposal would preserve the special interest of the listed building and the character and appearance of the Conservation Area. This view is shared.

Taking into account the above, the proposal is considered to have an acceptable impact upon visual amenity of the street scene and in terms of design and character. It would also preserve the setting of the Conservation Area and the nearby Listed Buildings. It is therefore considered to comply with policies DP26, DP34 and DP35 of the Mid Sussex District Plan, the Mid Sussex Design Guide and policy EG3 of the East Grinstead Neighbourhood Plan.

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.

The proposed signage would be illuminated, however, there are already illuminated signs within the wider street scene. The Highways Authority have been consulted on the application and does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network.

Overall, it is considered that the proposed signage would not result in an adverse impact in relation to public safety. The proposal therefore accords with policy DP21 of the District Plan.

CONCLUSION

The proposed signage is considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. The proposal is not considered to be harmful to public safety, and it is not considered to be harmful to the setting of the Conservation Area or the setting of the Listed Buildings.

The proposal is therefore considered to comply with policies DP21, DP26, DP34 and DP35 of the Mid Sussex District Plan, policy EG3 of the East Grinstead Neighbourhood 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: Catherine Cardin