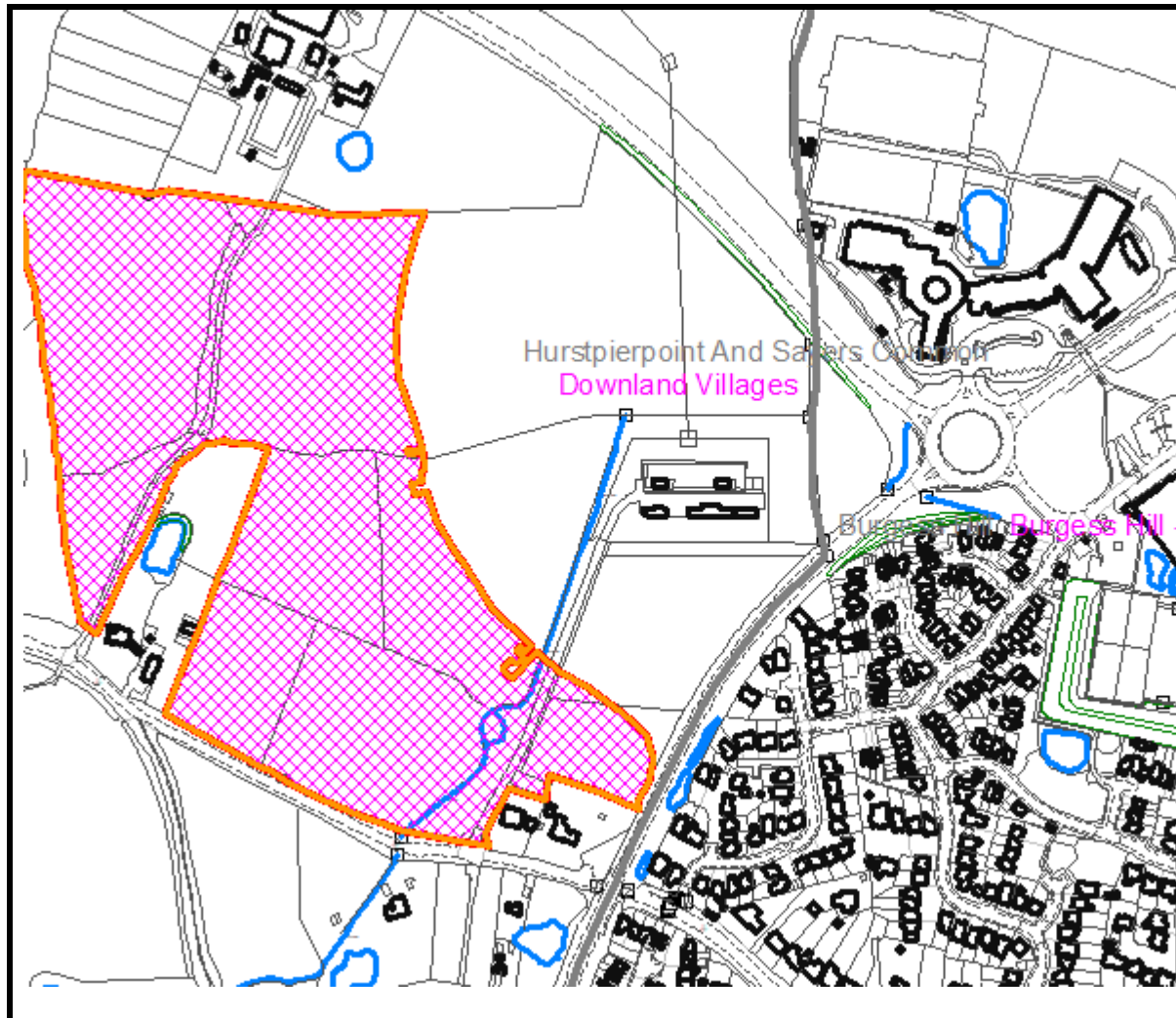


Planning Committee

Recommended for Permission

12th March 2026

DM/25/2977



©Crown Copyright and database rights 2026 Ordnance Survey 100021794

Site:	Burgess Hill Northern Arc, Land North And North West Of Burgess Hill, Between Bedelands Nature Reserve In The East And, Goddard's Green Waste Water Treatment Works In
Proposal:	Site signage for The Arc Centre for Outdoor Sport.
Applicant:	Rob Anderton
Category:	Advertisements
Target Date:	20th February 2026

Parish:	Hurstpierpoint And Sayers Common
Ward Members:	Cllr Geoff Zeidler /
Case Officer:	Joseph Swift

Link to Planning Documents:

<https://pa.midsussex.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=T5ZEJDKT0D200>

1.0 Purpose of Report

- 1.1 To consider the recommendation of the Assistant Director for Planning and Sustainable Economy on the application for planning permission as detailed above.

2.0 Executive Summary

- 2.1 The application seeks advertisement consent for a mixture of finger post directional signs, entrance signs and buildings signs for The Arc Centre for Outdoor Sport in Burgess Hill.
- 2.2 The application is at committee as Mid Sussex District Council is the applicant.
- 2.3 The site lies within the built-up area boundaries and has been granted outline permission under application DM/18/5114 (as amended by DM/21/3279 and DM/23/0747) as part of the strategic development of Brookleigh.
- 2.4 A separate reserved matters application was approved under application DM/23/3182, to consider access, appearance, landscaping, layout and scale with respect to the provision of a Centre for Community Sport with ancillary facilities at land west of Burgess Hill between the A273 and Gatehouse Lane, Burgess Hill, West Sussex designated for the Centre for Outdoor Sport. The development has now been built and is open to the public.
- 2.5 Planning legislation requires the application to be determined in accordance with the Development Plan unless material considerations indicate otherwise. It is therefore necessary for the planning application to be assessed against the policies in the development plan and then to take account of other material planning considerations including the NPPF.
- 2.6 The proposed signage 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 proposal.
- 2.7 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.

3.0 Recommendation

- 3.1 It is recommended that advertisement consent is granted subject to the conditions set out in Appendix A.

4.0 Summary of Representations

- 4.1 None received

5.0 Summary of Consultees

- 5.1 None received

6.0 Town/Parish Council Observations

- 6.1 Hurstpierpoint and Sayers Common Parish Council: The Committee recommends that MSDC grant permission.

7.0 Introduction

- 7.1 This application (DM/25/2977) seeks advertisement consent for the Installation of site signage for The Arc Centre for Outdoor Sport in Burgess Hill.

8.0 Relevant Planning History

- 8.1 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 wider 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.’

- 8.2 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.
- 8.3 The Arc Centre for Outdoor Sport was granted permission under application DM/23/3182 on the 07/03/2024 for:

'Reserved matters application pursuant to outline application DM/21/3279, to consider access, appearance, landscaping, layout and scale with respect to the provision of a Centre for Community Sport with ancillary facilities at land west of Burgess Hill between the A273 and Gatehouse Lane, Burgess Hill, West Sussex designated for the Centre for Outdoor Sport (Amended plans/documents received regarding noise, pavilion elevations, fencing, drainage and landscaping)'

- 8.4 While a site signage strategy was approved under application DM/25/1747 on the 29/07/2025 for:

'Discharge of Condition 11 (signage Strategy), in regards to DM/23/3182'

9.0 Site and Surroundings

- 9.1 The site lies to the west of the Western Link Road (now known as West End Farm Avenue) and forms part of the wider strategic development of Brookleigh. The site is substantially complete and open to the public comprising of:

Pavilion building

Enclosed 3G rugby pitch

Enclosed 3G football pitch

Grass football pitches

Green Circle and;

Associated area of hard and soft landscaping.

- 9.2 Vehicular access is gained directly off the West End Farm Avenue, which is also open to public traffic, with a car park centrally located between the artificial pitches to the north and the grass pitches to the south.

- 9.3 While Gatehouse Lane and a development site for 5 houses as approved under DM/23/2794 lies to the south, with Priory Hospital and Pannattoni Park to the west and land to the north being designated as an employment site, which forms part of the strategic development of Brookleigh.

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

10.0 Application Details

- 10.1 The application seeks advertisement consent for the following site signage:
- 10.2 Sign 1: 1No. Finger post sign, located at north entrance, measuring 3 metres high, with each finger 55cm long by 12cm high. The sign would be constructed of an Iroko post with marine ply fingers. The fingers will be blue with white writing and will not be illuminated.
- 10.3 Sign 2: 1No. Finger post sign, located at the plaza, measuring 3 metres high, with each finger 55cm long by 12cm high. The sign would be constructed of an Iroko

post with marine ply fingers. The fingers will be blue with white writing and will not be illuminated.

- 10.4 Sign 3: 1No. Finger post sign, located at Gatehouse Lane entrance, measuring 3 metres high, with each finger 55cm long by 12cm high. The sign would be constructed of an Iroko post with marine ply fingers. The fingers will be blue with white writing and will not be illuminated.
- 10.5 Sign 4: 1 No. Finger post sign, located at entrance from employment zone, measuring 3 metres high, with each finger 55cm long by 12cm high. The sign would be constructed of an Iroko post with marine ply fingers. The fingers will be blue with white writing and will not be illuminated.
- 10.6 Sign 5: 1No. Finger post sign, located to north of natural turf pitches along entrance road, measuring 3 metres high, with each finger 55cm long by 12cm high. The sign would be constructed of an Iroko post with marine ply fingers. The fingers will be blue with white writing and will not be illuminated.
- 10.7 Sign 6: 2 No. entrance panel signs located at northern and the employment zone entrances, measuring 29.7 cm high, by 42 cm in width. The sign would be constructed of an aluminium composite panel with printed graphics to face. The panels would have a blue background with white writing and will not be illuminated.
- 10.8 Sign 7: 2 No. building signs located at north and south elevations of pavilion, measuring 1.21 metres high, by 2.4 metres in width. The sign would be constructed of a clear acrylic panel with cut vinyl graphics. The panels would have blue and grey writing with blue, green, yellow and grey logo and will not be illuminated.
- 10.9 Sign 8: 1 No. building sign located on east elevations of pavilion, measuring 1.8 metres high, by 4.1 metres in width. The sign would be constructed of flat cut aluminium panel. The panels would have white writing with blue, green, yellow and grey logo and will not be illuminated.
- 10.10 Sign 9: 1No. entrance panel signs located at WBLR entrance, measuring 1.1 metres high, by 2.6 metres in width. The sign would be constructed of an aluminium composite panel with white writing and logo and will not be illuminated.
- 10.11 This application is retrospective as the signage has already been installed.

11.0 Legal Framework and List of Policies

- 11.1 Planning legislation holds that the determination of a planning application shall be made in accordance with the Development Plan unless material considerations indicate otherwise.
- 11.2 Using this as the starting point, the development plan for this part of Mid Sussex consists of the District Plan, Hurstpierpoint and Sayers Common Neighbourhood Plan and the Site Allocations Development Plan Document.
- 11.3 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 2014-2031 (2018) (District Plan)

- 11.4 The District Plan was adopted on 28th March 2018. The relevant policies are considered to be consistent with the NPPF 2021 and should be afforded full weight. The relevant Policies include:

- DP21 - Transport
- DP26 - Character and Design

Site Allocations DPD

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

- 11.6 There are no relevant policies.

Hurstpierpoint and Sayers Common Neighbourhood Plan

- 11.7 The Hurstpierpoint and Sayers Common Neighbourhood Plan was made on the 19th March 2015. However, there are no policies that are considered relevant to this application.

Other Legislation

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

Other Material Considerations

Mid Sussex District Plan 2021 - 2039 - Submission Draft (Regulation 19)

- 11.9 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)

- 11.10 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)

- 11.11 The National Planning Policy Framework is a material consideration. Paragraph 141 is considered to be the most relevant to this application.

12.0 Assessment

- 12.1 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).'

- 12.2 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

- 12.3 Policy DP26 of the District Plan relates to character and design. In part it requires developments to be well designed, be of a high-quality design and layout with appropriate landscaping and greenspace; contribute positively to and clearly define public and private realms as well as creating a sense of place whilst addressing the character and scale of surrounding buildings and landscape.
- 12.4 A similar ethos is found within the Mid Sussex Design Guide SPD.
- 12.5 The proposed signage is considered to be appropriate in terms of the design, while being set back from West End Farm Avenue, it would provide clear directions for entering and navigating around the Centre for Outdoor Sports, while also not being overly prominent in the context of the wider locality.
- 12.6 Taking into account the above, the proposal is considered to have an acceptable impact upon the visual amenity of the wider locality in terms of design and character it is therefore considered to comply with Policy DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide and the NPPF.

Public Safety

- 12.7 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.
- 12.8 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. Owing to the set back from West End Farm Avenue, combined with the proposed

signage not being illuminated, it is not considered that the proposal would create a public safety issue. Therefore, the proposal complies with DP21 of the Mid Sussex District Plan.

13.0 Planning Balance and Conclusion

- 13.1 The proposed signage 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 proposal.
- 13.2 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.

APPENDIX A – RECOMMENDED CONDITIONS

Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reasons 1-5: To comply with Regulations 13(1)(b) and Schedule 1 of the above regulations.

6. Approved Plans

The development hereby permitted shall be carried out in accordance with the plans listed below under the heading "Plans Referred to in Consideration of this Application".

Reason: For the avoidance of doubt and in the interest of proper planning.

7. The advertisement consent hereby granted expires at the end of the period of five years from the date of this notice.

Reason: To accord with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Plans Referred to in Consideration of this Application

The following plans and documents were considered when making the above decision:

Plan Type	Reference	Version	Submitted Date
Proposed Elevations	23092529	1	19.11.2025
Location Plan	(03) 001		20.01.2026
Other	Signage Details	251119	19.11.2025
General	Signage Strategy	4.0	20.01.2026