

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0782	Case Officer:	Rachel Richardson
Application Type:	Advertisement Application		
Proposal:	Advertisement proposals include an externally illuminated main fascia sign, an externally illuminated heritage projecting sign, an internally illuminated directory of services and banking availability poster, two internally illuminated marketing posters, a community and ownership message, advertisement on the top collar of the ATM and on the entrance door - a DDA sign, CCTV sign and opening hours sign.		
Site:	83 - 85 London Road, East Grinstead, West Sussex, RH19 1EQ, , , ,		
Validation Date	25 Mar 2026	Overall Expiry Date:	17 Apr 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	10 Aug 2026
Target Date:	20 May 2026	Recommending Officer Signature:	<i>Rachel Richardson</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Stephen Ashdown</i>	Date:	12 Aug 2026
Comments:			

83 - 85 London Road, East Grinstead, West Sussex, RH19 1EQ, , ,
Advertisement proposals include an externally illuminated main fascia sign, an externally illuminated heritage projecting sign, an internally illuminated directory of services and banking availability poster, two internally illuminated marketing posters, a community and ownership message, advertisement on the top collar of the ATM and on the entrance door - a DDA sign, CCTV sign and opening hours sign.
Adam Chambers

The external walls of the premises comprise solid exposed facing brickwork to the main building, with cavity facing brickwork and metal built up cladding to the northern extension. The upper floor of the building features single glazed timber casement windows with leaded glazing to the south elevation and Georgian panes to the north. There is a metal shopfront with single glazing panes to the south elevation. The building features a pitched roof with a brick chimney stack, ceramic tiles to the southern pitch and slates to the northern pitch. To the northern extension there is a flat roof weathered with mineral felt. The roofs discharge to external cast iron and PVCu gutters, downpipes and drainage outlets.

The site is within the Primary Shopping Area and Town Centre boundary of the built-up area of East Grinstead, as defined in the District Plan.

APPLICATION DETAILS

Advertisement proposals include an externally illuminated main fascia sign, an externally illuminated heritage projecting sign, an internally illuminated directory of services and banking availability poster, two internally illuminated marketing posters, a community and ownership message, advertisement on the top collar of the ATM and on the entrance door - a DDA sign, CCTV sign and opening hours sign.

Drawing No. XX-ZZ-D-A-990008 Rev C01, proposed elevations describes, at the key, the proposed advertisements as follows:

1. Illuminated Heritage Brand Fascia (measures 0.25 high by 0.9m in length)
Externally Illuminated - Trough light situated over Banking Hub logo
Painted to Match RAL 7021, with applied cut-out lettering
2. Illuminated Heritage Projecting Sign Positioned to the Side of Fascia (sign measures 0.6m by 0.35m. It will be about 3m above ground level and project by 0.825 from the facade of the premises)
Externally Illuminated - Flat Panel on heritage bracket with trough light
Painted to Match RAL 7021, with Vinyl lettering
3. Suspended Illuminated Directory of Services and Bank Availability Poster (0.9m high by 0.6m wide)
Metal Frame to match RAL 7021, Changeable Graphics, Tension Cables.
4. Illuminated Marketing Poster
Suspended Lightbox for A1 Poster. Metal Frame to match RAL 7021, Changeable Graphics, Tension Cables.
5. Opening Hours Sign - A4 on entrance door
Paper insert(s) in an acrylic holder with suction cups.
Double-sided with Goodbye Messaging and QR Code Message on the back
6. CCTV Sign (0.15m by 0.15m) on entrance door
Double sided vinyl sign to be applied to the internal face of the entrance door/window glazing.
7. Community and Ownership Messages (Vinyl) (will be 0.9m above ground level and measure 1m high by 0.26m wide)
Vinyl Lettering Placed Externally onto Glazing.
White - when lettering is placed directly onto glazing.
Grey - when lettering is placed onto frosted surface.
8. DDA Sign (to be positioned on entrance door next to CCTV sign and measures 0.2m high by 0.15m wide)
Double sided vinyl sign to be applied to the internal face of the entrance door/window glazing.
9. External ATM
ATM + Surrounding. Colour RAL 7021

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, the Sites Allocations Development Plan Document (DPD) and the 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

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

East Grinstead Neighbourhood Plan (made November 2016)

Relevant policies:

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 hearings were concluded on 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 Planning Policy Framework (NPPF) (December 2024)

The National Planning Policy Framework (NPPF) 2024 is a material consideration. Paragraphs 8, 11, 131, 135 and 141 are considered to be relevant to this application.

ASSESSMENT

The main issues relevant to this advertisement consent application are in relation to public amenity and public safety.

Design and Character

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:

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

East Grinstead Neighbourhood Plan policy EG3 states:

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

- o *The form of the proposed development is proportionate and in keeping with the scale, height, materials and site coverage of the surrounding area;*
- o *The layout of the proposed development respects the topography and character of the site, protects important landscape features and does not harm adjoining amenity;*
- o *The proposal does not result in the loss of buildings or spaces that would have an unacceptable impact on the character of the area;*
- o *The proposal ensures satisfactory means of access for vehicles and pedestrians and provides adequate parking, cycle storage and refuse facilities on site;*
- o *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;*
- o *New development must be inclusive and where appropriate make satisfactory provision for the safe and easy access for those with mobility impairment; and*
- o *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*
- o *Proposals make provision for green infrastructure and biodiversity enhancement.'*

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 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.'

The proposed advertisement signage and illumination both internally and externally would not detract from the character and appearance of the area in this built-up commercial location.

Therefore, the proposal will comply with policy DP26 of the Mid Sussex District Plan and policy EG3 of the East Grinstead Neighbourhood Plan.

Public Safety

DP21 states in part that:

'The scheme protects the safety of road users and pedestrians'

It is considered that the proposed signage will comply with DP21 in this respect. The proposed advertisements and illumination are considered to be sympathetic to the proposed use and its location on London Road, which is in the primary shopping area. The proposal would not detract nor compromise the safety of road users or pedestrians in this location and therefore complies with DP21 on this issue.

Neighbouring Amenities

In terms of impact on neighbouring amenities, Policy DP26 of the District Plan states that it must be demonstrated that any development 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.

The threshold for the related policy within the East Grinstead neighbourhood Plan EG3 states:

'The layout of the proposed development respects the topography and character of the site, protects important landscape features and does not harm adjoining amenity'.

Under section 38(5) of the Planning and Compulsory Purchase Act 2004 if a policy contained in a development plan for an area conflicts with another policy in the development plan, the conflict must be resolved in favour of the policy which is contained in the last document to be adopted, approved or published. Consequently, policy DP26 of the Mid Sussex District Plan is considered to take precedence and therefore the test in this instance is whether the development causes significant harm to neighbouring amenities as outlined above.

Issues relating to lighting are addressed in the design and access statement at 2.9 and comment as follows:

' The proposals comprise of one externally illuminated fascia sign and one externally illuminated projecting hanging sign on the building's frontage. Both will emit a minimal amount of external light, appropriate to and consistent with the existing ambient lighting in the area. Other illuminated advertisement includes the directory of services and bank availability poster and 2 no. marketing posters, which are all located within the shopfront glazing and lit by an internal spotlight.'

Given the nature of the proposal, it is considered that there will be no significant harm to neighbouring amenities.

Therefore, the proposal in terms of neighbouring amenities, complies with DP26 of the Mid Sussex District Plan and EG3 of the East Grinstead Neighbourhood Plan.

CONCLUSION

In conclusion, the proposal is considered to be acceptable in terms of public amenity and public safety. Therefore, the proposal complies with Mid Sussex District Plan policy DP21, DP26, EG3 of the East Grinstead Neighbourhood Plan, and the relevant provisions of the NPPF.

Decision: Permission

Case Officer: Rachel Richardson