

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/1625	Case Officer:	Peter Davies
Application Type:	Advertisement Application		
Proposal:	Existing old ATM to be replaced with 1 new ATM with white illuminated surround panel. Existing white panel above retained ATM to be removed. Install new white illuminated surround panel. Existing back painted glass to be removed. Install new aluminium back panel in MT-02 (RAL 5011 gloss finish) within the window frame. Existing branch nameplate to be removed and made good.		
Site:	Barclays, Basement And Ground Floor, 77 South Road, Haywards Heath, West Sussex, RH16 4LB, ,		
Validation Date	24 Jun 2025	Overall Expiry Date:	18 Jul 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	18 Aug 2025
Target Date:	19 Aug 2025	Recommending Officer Signature:	Peter Davies

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	18 Aug 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/1625

Barclays, Basement And Ground Floor, 77 South Road, Haywards Heath, West Sussex, RH16 4LB,

Existing old ATM to be replaced with 1 new ATM with white illuminated surround panel. Existing white panel above retained ATM to be removed. Install new white illuminated surround panel. Existing back painted glass to be removed. Install new aluminium back panel in MT-02 (RAL 5011 gloss finish) within the window frame. Existing branch nameplate to be removed and made good. Barclays

LETTERS OF REPRESENTATION

None received.

SUMMARY OF CONSULTEES

None received.

TOWN COUNCIL OBSERVATIONS

No comment.

INTRODUCTION

The application seeks advert consent for illuminated signage around the ATMs and replacement signage next to the door which includes opening times.

RELEVANT PLANNING HISTORY

CU/184/78 - Application for projecting illuminated sign. Permission

CU/087/84 - One single sided fascia sign incorporating a double sided projecting sign. Permission

00/01980/ADV - Fascia and projecting sign. Permission

03/00227/ADV - 1 x projecting sign and 2 x ATM box panel signs Permission

14/02595/ADV - 2 no internally illuminated fascia signs and 1 no internally illuminated projecting sign to the front elevation. Permission

SITE AND SURROUNDINGS

The application site lies within the built-up are boundary of Haywards Heath.

The site is located on the south side of South Road, along the high street and part of the primary shopping area as defined in the Haywards Heath Neighbourhood Plan.

The building consists of a Barclays bank on ground floor with office space above. The building is constructed from brick with a grey bank frontage and grey aluminium fenestration. The shop frontage has large, glazed windows on the right side of the door and 2 no. ATM on the left side.

The locality consists of shops along both sides of the highway with office and residential above.

APPLICATION DETAILS

The application seeks advertisement consent for illuminated signage around the 2 no. ATMs to the front elevation and new signage to display opening hours.

The illuminated signage around the ATMs will be white acrylic with the Barclays logo along with additional text and will have a height of 1.80 metres and a width of 1.20. The illumination will have a brightness of 300 cd/m2. To the right-hand side of the door signs will be installed with the opening hours as well as additional information. These signs will have a height and width of 0.42 metres and 0.28 metres

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 Document and the Haywards Heath 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.

No relevant policies.

Haywards Heath Neighbourhood Plan (made December 2016)

Relevant policies:

E9 - Design

Mid Sussex District Plan 2021-2039 Consultation Draft

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)

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.

Other Material Considerations and Legislation

The National Planning Policy Framework (NPPF) December 2024

Planning Practice Guidance

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

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 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

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.'*

Policy E9 of the Haywards Heath Neighbourhood Plan states that:

'Developers must demonstrate how their proposal will protect and reinforce the local character within the locality of the site. This will include having regard to the following design elements:

- *height, scale, spacing, layout, orientation, design and materials of buildings,*
- *the scale, design and materials of the development (highways, footways, open space and landscape), and is sympathetic to the setting of any heritage asset,*
- *respects the natural contours of a site and protects and sensitively incorporates natural features such as trees, hedges and ponds within the site,*
- *creates safe, accessible and well-connected environments that meet the needs of users,*
- *Will not result in unacceptable levels of light, noise, air or water pollution,*
- *Makes best use of the site to accommodate development,*
- *Car parking is designed and located so that it fits in with the character of the proposed development.*

Proposals affecting a listed building, conservation area, building of local interest or public park of historic interest or their setting should preserve or enhance their special interest and/or distinctive character'.

The site is located within the primary shopping area, where there is a variety of signage and shop front designs.

The signage is considered to be appropriate and proportionate in its size, nature and design. There are a variety of external materials within the locality and existing illuminated signage. Taking into account the above, the proposal is considered to have an acceptable impact upon visual amenity of the street scene 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 policy E9 of the Haywards Heath Neighbourhood Plan.

Public Safety

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, the proposal is replacing existing illuminated signage and there are already illuminated signs within the wider street scene. The signs are proposed to be illuminated to a level of 300 cd/m², which is consistent with the surrounding properties with illuminated signage and is therefore considered to be in keeping with the character of the area. As the illumination is static, the proposal is not considered to create a public safety issue.

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 signs are 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 highways safety as a result of the development.

The proposal is therefore considered to comply with policies DP21 and DP26 of the Mid Sussex District Plan, policy E9 of the Haywards Heath 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: Peter Davies