

From: Katie Williamson <katie.williamson@sign-specialists.co.uk>
Sent: 23 January 2026 15:40:40 UTC+00:00
To: "Deborah Lynn" <Deborah.Lynn@midsussex.gov.uk>
Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath
Categories: Application correspondence

Hi Debbie,

Excellent news.

Please find attached the revised visual, location maps and the planning statement to outline the changes discussed.

Please also accept this email as confirmation for the extension, can you confirm a date please.

Many thanks for your help with this matter.

Katie

Katie Williamson

T: 01527 504 266

M: 07736976156

E: katie.williamson@sign-specialists.co.uk

From: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>
Sent: 23 January 2026 10:54
To: Katie Williamson <katie.williamson@sign-specialists.co.uk>
Subject: RE: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

Hi Katie

Thank you for clarifying this.

I have discussed the proposed amendments with Emily and consider that they would address our previous concerns.

We are therefore willing to accept updated plans and an updated planning statement in this respect, which I consider should be advertised before determining the application, if you are willing to agree to an extension of time by which to determine the application to allow this.

I hope that the above assists.

Kind regards

Debbie.

Deborah Lynn BA(Hons) MSc Town Planning
Planning Officer
Development Management
Tel: 01444 477323
deborah.lynn@midsussex.gov.uk
www.midsussex.gov.uk

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From: Katie Williamson <katie.williamson@sign-specialists.co.uk>

Sent: 23 January 2026 09:47

To: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>

Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

Hi Debbie,

Apologies for missing of item E, as facing out of the front elevation and would be manufactured non illuminated still advertising sites opening time.

Many thanks
Katie

Katie Williamson

T: 01527 504 266

M: 07736976156

E: katie.williamson@sign-specialists.co.uk

From: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>

Sent: 23 January 2026 09:40

To: Katie Williamson <katie.williamson@sign-specialists.co.uk>

Cc: Emily Wade <Emily.Wade@midsussex.gov.uk>

Subject: RE: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

Dear Katie

Thank you for your e-mail.

Just to check, what are your clients' intentions with regards to the freestanding sign, sign E?

Kind regards

Debbie.

Deborah Lynn BA(Hons) MSc Town Planning
Planning Officer
Development Management
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From: Katie Williamson <katie.williamson@sign-specialists.co.uk>

Sent: 23 January 2026 08:54

To: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>

Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

Morning Deborah,

Thank you for your email. I have had a conversation with the client, and the following has been put forward as a comprise on behalf of the councils' comments:

- Item A – Manufacturer non illuminated, the client has advised that is will replace the exiting Renault post sign that's in situ, its highly important the post sign is approved not only for trading with / against Ford brand but as the site is set back from the road it's the only advertisement to road traffic, with looking for the site or potential trades through opportunities also.

- Sign B & C – to be manufacture non illuminated.
- Sign D – Remove / omit from the application.

Please let me know if this is a comprise that is incorporating the council concerns on the harmfulness to the listed building. If so, I will amend the information required.

Many thanks
Katie

Katie Williamson

T: 01527 504 266
M: 07736976156
E: katie.williamson@sign-specialists.co.uk

From: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>
Sent: 22 January 2026 10:20
To: Katie Williamson <katie.williamson@sign-specialists.co.uk>
Subject: RE: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

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Dear Katie

I've had further discussions with the Council's Conservation Officer, Emily Wade, regarding the proposal.

Our concerns remain regarding the additional signage proposed as at present there is just one Dinnages entrance sign located at the southern end of the building adjacent to the listed building. The additional signs proposed will present a marked contrast from the existing appearance of the building:



4 no. Suzuki signs (3 of which are illuminated) are proposed to the southern area of the building which appears excessive. Together with the existing Renault and Ford signage, this would create a rather cluttered appearance to the building that would have a harmful impact upon the setting of the listed building. As such, I do not consider that I can support the application as currently proposed.

There is potential to add further signage at the southern end of the building, however we would recommend that changes are made to reduce their visual prominence within the locality, such as non-illuminated fascia signs adjacent to the listed building. Considering the existing Renault and Ford signage at the garage, is there potential to combine the proposed signage with existing signage, such as the post signs? The 3 m high freestanding welcome sign seems an unnecessary addition. Further reconsideration should therefore be given to the existing and proposed signage with a more holistic approach required.

I shall proceed to recommend that the application is refused. However, I would be willing to accept amended plans that address the above concerns, if you are willing to agree to an extension of time by which to determine the application. Alternatively, you may wish to withdraw the application.

Should you wish to make amendments or withdraw the application, I would be grateful if you could advise in writing by Monday morning at the latest, otherwise I shall proceed to refuse the application.

I hope that the above assists but please get back to me should you have any queries.

Kind regards

Debbie.

Deborah Lynn BA(Hons) MSc Town Planning
Planning Officer
Development Management
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From: Katie Williamson <katie.williamson@sign-specialists.co.uk>

Sent: 16 January 2026 11:19

To: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>

Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

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Hi Debbie,

Thank you for your email.

Please see attached the revised heritage statement along with the lighting assessment. I've added a part in that advises the illumination from the signage above the main entrance will only illuminate during trading hours, is that a compromise the council would be willing to accept.

Best regards
Katie

Katie Williamson

T: 01527 504 266
M: 07736976156
E: katie.williamson@sign-specialists.co.uk

From: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>

Sent: 15 January 2026 11:31

To: Planning <planning@sign-specialists.co.uk>

Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

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Dear Miss Williamson

I write with regards to the above application for advertisement consent that is pending consideration with the local planning authority.

Please be advised that I have received the following comments from the Council's Conservation Officer regarding the proposal and potential impact upon the setting of the adjoining listed building at 24 Wivelsfield Road.

She raises concerns regarding the proposed siting of additional signage to the southern entrance of the garage, given its proximity to the adjoining listed building – I also share these concerns.

We would therefore recommend that reconsideration is given to the siting of the proposed advertisements and that an updated Heritage Statement is provided in this respect, which is specific to the site and proposal.

I note that the application is currently due to be determined by the 28th January. I would be willing to allow an extension of time by which to determine the application, if agreeable with you, to allow for further consideration and an updated Heritage Statement to be provided.

I hope that the above assists but please get back to me should you have any queries.

Kind regards

Debbie.

Deborah Lynn BA(Hons) MSc Town Planning

Planning Officer

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From: Emily Wade <Emily.Wade@midsussex.gov.uk>
Sent: 14 January 2026 16:26
To: Deborah Lynn <Deborah.Lynn@midsussex.gov.uk>
Subject: DM/25/3078 Dinnages, Wivelsfield Rd, HH

Hi Debbie

Initial comments on the above advertisement consent application.

The application site is a car sales room and garage located to the eastern side of Wivelsfield Road within Haywards Heath. Directly adjacent to the site to the south is a Grade II listed building, no. 24 Wivelsfield Road. This is an early 17th century timber framed building which when constructed would have been in a rural setting, but is now surrounded by suburban development. The current application is not accompanied by an appropriately detailed Heritage Statement, and as such we have very little further information in front of us regarding the origins or development of the building over time, or the contribution made historically or in the present day by setting to the significance of the heritage asset. It would appear that impact on the setting of the building has not been a significant consideration in the formulation of the current proposal.

The current proposal is for new signage comprising an internally illuminated post sign, two illuminated fascia signs (one internally), an illuminated welcome sign and a non-illuminated sign.

The proposal will result in an increase of signage within the part of the garage premises which is closest to the listed building, including the illuminated fascia signs which face directly over the listed building. Notwithstanding the existing character of the site, I have some concerns regarding the increased visual prominence of this signage, particularly the illuminated elements, within the close setting of the listed building.

I would suggest that this aspect of the proposal is reconsidered, and that this reconsideration should be informed by an appropriately detailed heritage impact assessment/statement, which should accompany any revised proposal. I note that the existing section of the Planning Statement which refers to heritage remarks that '*The building setting will not be harmed in any way as our proposal serves only to re-brand the current public house with new corporate branding*', which rather suggests it has been copied from another submission relating to a different development. I would suggest that a site and proposal specific statement should be prepared which considers the impact of the current proposal on the listed building at 24 Wivelsfield Road

according to the staged approach set out in the relevant Historic England guidance GPA Note 3 '*The Setting of Heritage Assets*' (link below). This assessment should then inform a reconsideration of the scheme, if necessary.

[The Setting of Heritage Assets | Historic England](#)

Thanks,

Emily

Please note that this advice is given at Officer level only and is without prejudice to the formal decision of the District Council.

Submit your planning application online.
<http://www.planningportal.gov.uk>

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