

From: Deborah Lynn
Sent: 15 January 2026 11:31:02 UTC+00:00
To: "'planning@sign-specialists.co.uk'" <planning@sign-specialists.co.uk>
Subject: Application DM/25/3078 - Dinnages Garage, 22-24 Wivelsfield Road, Haywards Heath

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.

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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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