

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/3078	Case Officer:	Deborah Lynn
Application Type:	Advertisement Application		
Proposal:	Proposed 1 x non illuminated Post sign. 2 x non illuminated fascias. 1 x non illuminated Welcome sign.		
Site:	Dinnages Garage, 22 - 24 Wivelsfield Road, Haywards Heath, West Sussex, RH16 4EQ, , ,		
Validation Date	3 Dec 2025	Overall Expiry Date:	16 Feb 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	17 Feb 2026
Target Date:	28 Jan 2026	Recommending Officer Signature:	Deborah Lynn

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	17 Feb 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/3078

**Dinnages Garage, 22 - 24 Wivelsfield Road, Haywards Heath, West Sussex, RH16 4EQ, ,
Proposed 1 x non illuminated Post sign. 2 x non illuminated fascias. 1 x non illuminated Welcome
sign.**

Suzuki GB PLC

SUMMARY OF REPRESENTATIONS

None received.

SUMMARY OF CONSULTEES

MSDC Conservation Officer

Comments received 10.02.2026

As previously discussed, in my opinion the revised scheme at the above site should preserve the setting of 24 Wivelsfield Road, meeting the requirements of District Plan Policy DP34 and the relevant paragraphs of the NPPF.

Comments received 14.01.2026

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.

HAYWARDS HEATH TOWN COUNCIL OBSERVATIONS

None received.

INTRODUCTION

This application seeks advertisement consent for 1 no. non-illuminated post sign. 2 no. non-illuminated fascia signs and 1 no. non-illuminated Welcome sign.

RELEVANT PLANNING HISTORY

02/00597/ADV - Internally illuminated static sign. Permission 02.05.2002.

03/01667/ADV - 3 tertiary signs, 5 free flying ovals, 1 brand clip, 1 "dealer name" clip, 2 entrance indicators, 1 pylon sign, 1 "dealer name and services" sign, 1 set ground/tarmac graphics, 8 internal fascia signs, 1 reception text, 2 door plaques. Split Decision 05.09.2003.

03/02820/ADV - New wall mounted entrance feature. 5 metre pole sign complete with a projecting oval logo box sign and a secondary dealer name projecting sign, complete with new base. Permission 23.12.2003.

06/02748/ADV - LED Illuminated 'Renault Dinnages' sign, 2.5m high 'Entrance Feature', 'Entrance Band' 900mm x 25mm, 'Entrance Plaque' 240mm x 480mm, 4.5m high pole sign, logo sign 870mm x 1648mm, 'Service and Parts' sign 1500mm x 600mm and 'Customer Parking' sign 2950mm x 600mm. Permission 28.03.2007.

08/00231/ADV - Erection of an internally illuminated monument sign. Refused 27.03.2008.

08/02148/ADV - Erection of an internally illuminated monument sign. Permission 27.08.2008.

DM/15/3363 - One internally illuminated 6m pole sign with projecting oval logo box sign. Existing face panel to be replaced with 1 "Transit Service" face panel. Face panel replaced on existing internal suspended sign. Dealer name and services sign to have "Rapid Fit" vinyls removed. Split Decision 12.10.2015.

SITE AND SURROUNDINGS

The application site forms part of Dinnages garage, a Ford car dealership located on the western side of Wivelsfield Road in Haywards Heath. The site concerns the forecourt and front eastern part of the garage building which is primarily used as a car showroom. The garage building to the front is predominantly single storey with a central two storey section and is finished with facing brickwork and a tiled crown roof. An industrial style unit which serves as a workshop is attached to the rear of the building.

A number of fascia signs advertising the Ford dealership, transit servicing and Renault servicing are located towards the central and northern end of the building. Two no. post signs are located adjacent to the front boundary of the site with Wivelsfield Road.

A 17th Century timber framed grade II listed building, no. 24 Wivelsfield Road, is situated to the south of the main garage building. The local area is comprised of a mix of commercial and residential properties.

In terms of planning policy, the site lies within the built up area of Burgess Hill.

APPLICATION DETAILS

This application proposes new 'Suzuki' signage to reflect that the garage is now a Suzuki franchise in addition to the existing Ford dealership.

The application as originally submitted proposed 1 no. internally illuminated post sign, 2 no. internally illuminated fascia signs and 1 no. non-illuminated fascia sign, plus 1 no. internally illuminated welcome sign. Plans have subsequently been amended following officer concerns that the proposal would detract from the setting of the adjoining listed building.

The scheme as amended proposes the following signage:

1 no. non illuminated Post sign

A Suzuki Dinnages post sign (sign A) is proposed adjacent to the front boundary of the forecourt with the highway and will replace an existing Renault post sign. Plans show that it will measure 0.9 metres wide x 2m high x 0.28m deep fitted on a 5m high steel post. The sign will be constructed from rolled aluminium panels with silver endcaps. It will be fret cut with pushed through blue acrylic letters advertising 'Suzuki' and 'Dinnages' and a red acrylic 'S' Suzuki logo.

2 no. non illuminated fascia signs

A Suzuki wall mounted fascia sign (sign B) measuring 1.8m high x 1.8m wide and 0.15m deep is proposed to the main wall adjacent to the southern entrance to the garage. This will be constructed from rolled and folded aluminium panel with a moulded red 'S' Suzuki logo and moulded blue 'Suzuki' lettering. The logo will measure 1.05 m high and will be sited 3.67 metres from ground level.

A Dinnages wall mounted rolled fascia sign (sign C) is proposed to be sited underneath sign B on the southern elevation of the building, 2.63 metres from ground level. The sign is shown to measure 3m wide x 0.75m high and 0.14 metres deep and will be constructed from aluminium with blue acrylic 'Dinnages' lettering.

1 no. non illuminated Welcome sign

A single sided freestanding welcome sign (sign D) is proposed to the eastern side of the building adjacent to the showroom. This is shown to measure 0.7m wide x 3m high x 0.12m deep and will be constructed from aluminium with an acrylic red 'S' Suzuki logo sign and blue acrylic 'Suzuki' and 'Welcome' lettering together with vinyl information panel. The sign will be finished with red aluminium tube edging.

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 Allocation Development Plan Document (DPD) 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

DP34 listed buildings and other heritage assets

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.

Haywards Heath Neighbourhood Plan

The Neighbourhood Plan was made on the 15th December 2016.

Relevant policies:

E9 design

Other Legislation

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

Planning (Listed Building and Conservation Areas) Act 1990

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 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.

National Planning Policy Framework (NPPF) (December 2024)

The National Planning Policy Framework is a material consideration. The following paragraphs are deemed relevant when considering this application:

141. 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.

202. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value⁷³. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

210. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

212. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

213. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

214. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site; and
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.

215. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

219. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

National Planning Policy Guidance

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.'

Visual amenity and impact on setting of listed building

Policy DP26 of the District Plan is deemed relevant when considering this application. This relates to character and design and states in part that:

"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;*
- *creates a pedestrian-friendly layout that is safe, well connected, legible and accessible;'*

Policy E9 of the Neighbourhood Plan relates to design and states in part 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:

o height, scale, spacing, layout, orientation, design and materials of buildings,

o the scale, design and materials of the development (highways, footways, open space and landscape), and is sympathetic to the setting of any heritage asset,

o respects the natural contours of a site and protects and sensitively incorporates natural features such as trees, hedges and ponds within the site,

*o creates safe, accessible and well-connected environments that meet the needs of users,
o Will not result in unacceptable levels of light, noise, air or water pollution,...*

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.'

In addition, as the proposal falls within the setting of a grade II listed building at no. 24 Wivelsfield Road, section 66 (1) of the Planning (Listed Building and Conservation Areas) Act 1990 is relevant, stating that:

'In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.'

Policy DP34 is relevant in this respect, stating in part that 'special regard is given to protecting the setting of a listed building'.

The listing details for no. 24 Wivelsfield Road are noted as follows:

'TQ 32 SW HAYWARDS HEATH WIVELSFIELD ROAD 4/144 Big Pennies House 6.4.70 (formerly listed as No 24 Big Pennies) II Office, formerly house. Early C17 4-bay house, partially refronted in early C19 and altered C20. Timber framed building with square framing exposed on first floor, ground floor brown brick, the south elevation tile hung. Half-hipped tiled roof with multiple brick stacks. 2 storeys, 4 windows; modern casement windows. Ground floor has modern penticed 6 light square bay and modern gabled brick weatherporch. Interior contains C17 door of 3 planks and very elaborate stop with both lambs tongue and broach motifs, more typical of late C17. Thought to have been built c1604 the names derives from the original owner whose wife Agnes was buried in 1624. (See Cuckfield Parish Register.)

Listing NGR: TQ3340123023'

The proposed signage scheme as amended is considered acceptable in terms of siting, design, size, form and colour to the existing building and should not appear visually obtrusive within the locality, by reason of being non illuminated.

Photomontages provided with the application show that the proposed post sign will replace the existing Renault post sign. When viewed in combination with existing signage, it is not considered that the proposal would create a cluttered appearance to the garage building or street scene.

The proposed signage scheme as amended is also considered more sympathetic to the setting of the listed building. The Council's Conservation Officer has commented on the proposal and advised that 'the revised scheme at the above site should preserve the setting of 24 Wivelsfield Road, meeting the requirements of District Plan Policy DP34 and the relevant paragraphs of the NPPF.'

In view of the above, the proposal is deemed acceptable in terms of impact upon visual amenity and should preserve the setting of the adjoining listed building, thereby according with policies DP26 and DP34 of the District Plan and policy E9 of the Neighbourhood Plan.

Public Safety

Policy DP21 of the District Plan relates to transport and states in part that development proposals should protect the safety of road users and pedestrians.

The fascia signs and freestanding welcome sign would be relatively well set back from Wivelsfield Road, and being non illuminated are not considered to form a distraction to motorists or hinder use of the public highway.

The proposed post sign will replace an existing post sign at the premises and will not be sited on highways land nor overhang the highway boundary.

In view of the above, the proposed signage is considered acceptable in the interests of public safety.

PLANNING BALANCE AND CONCLUSION

The proposed signage is deemed acceptable in terms of siting, design, size, form and colour such that it should not have a detrimental impact upon the visual amenity of the area or upon public safety. The setting of the adjoining listed building should be preserved. The proposal therefore accords with policies DP21, DP26 and DP34 of the Mid Sussex District Plan, policy E9 of the Haywards Heath Neighbourhood Plan and relevant paragraphs of the NPPF.

Decision: Permission

Case Officer: Deborah Lynn