

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0108	Case Officer:	Peter Davies
Application Type:	Advertisement Application		
Proposal:	Proposed illuminated fascia signs.		
Site:	C And T Radmall Funeral Service, 223 London Road, Burgess Hill, West Sussex, RH15 9QU, , ,		
Validation Date	20 Jan 2026	Overall Expiry Date:	20 Feb 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	10 Mar 2026
Target Date:	17 Mar 2026	Recommending Officer Signature:	Peter Davies

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Stephen Ashdown	Date:	11 Mar 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0108

**C And T Radmall Funeral Service, 223 London Road, Burgess Hill, West Sussex, RH15 9QU, ,
Proposed illuminated fascia signs.
Tom Cumming**

LETTERS OF REPRESENTATION

None received.

SUMMARY OF CONSULTEES

None received.

TOWN COUNCIL OBSERVATIONS

The Committee of the 27th January would Recommend Approval.

INTRODUCTION

The application seeks advert consent for proposed replacement illuminated fascia signs.

RELEVANT PLANNING HISTORY

No relevant history.

SITE AND SURROUNDINGS

The application site is a semi-detached building located on the west side of London Road, within the built-up area boundary of Burgess Hill.

The application property is used by C&T Radmall Funeral Services. The building is constructed from brick with white painted render and dark windows on the shop frontage with white uPVC fenestration on the rest of the building. The building has been extended to have a single storey side extension.

The locality consists of hops and commercial buildings along London Road, an access road on the north side to residential dwellings behind.

APPLICATION DETAILS

The application seeks advertisement consent for replacement illuminated fascia and signage. The proposed signage will be changing from C&T Radmall Funeral Services to The Martins Funeral Directors which will use white text on a red (Pantone 1955C) background. The signs will be powder coated aluminium with vinyl letters.

The signage will consist of the main front (east) fascia with a width of 5.40 metres and height of 0.40 metres. The signage will feature branding and company phone number.

A sign is to be on the front (west) elevation on the side extension of the building with a width and height of 1.84 metres and 0.52 metres. this sign will have branding and contact details.

On the north side gable end of the building a sign with a width and height of 2.30 metres and 0.60 metres will be located above the single storey side extension. The sign will feature company branding.

On the north side of the building set towards the rear a no parking sign with a width and height of 0.70 metres and 0.45 metres is proposed.

Both the main fascia and gable end signage are to be lit using low energy LED directional strip lighting operating between the hours of 07:00 and 22:00 hours. The lighting will have a brightness of 200cd/m2.

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 Burgess Hill 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.

Neighbourhood Plan

Burgess Hill Neighbourhood Plan made in 2016.

No relevant policies.

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

DPN8 - Light Impacts and Dark Skies

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

West Sussex County Council Highways Illuminated Signs Standing Advice 2023

ASSESSMENT

It is considered that the main issues that need to be considered in the determination of this application are as follows;

- Impact on the Amenity of the Area
- Public Safety

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 the Amenity of the Area

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.'*

The proposed signage would replace existing shop signage on the building and would be appropriate in terms of scale and design. There would be no adverse impact on the visual amenities of the area. Taking into account the above the proposal is considered to have an acceptable impact upon visual amenity of the street scene and in terms of design and character it is considered to comply with policy DP26 of the Mid Sussex District 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 200 cd/m², which is below the maximum sign illuminance set out in the West Sussex County Council Highways Illuminated Signs Standing Advice 2023.

Given the nature of the proposed replacing existing advertisements within a commercial setting and the lightning being of an acceptable level, it is not considered to be harmful to public safety, thereby according with policy DP21 of the Mid Sussex 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, 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