

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0152	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	The display of two advertisements associated with the existing ground floor shop, including one fascia sign mounted above the shopfront and one projecting sign fixed perpendicular to the building façade.		
Site:	Homestyle, 23 Station Road, Burgess Hill, West Sussex, RH15 9DE, , ,		
Validation Date	22 Jan 2026	Overall Expiry Date:	20 Feb 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	11 Mar 2026
Target Date:	19 Mar 2026	Recommending Officer Signature:	Catherine Cardin

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	12 Mar 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0152

Homestyle, 23 Station Road, Burgess Hill, West Sussex, RH15 9DE, ,
The display of two advertisements associated with the existing ground floor shop, including one fascia sign mounted above the shopfront and one projecting sign fixed perpendicular to the building façade.
Ms Lan Anh Thi Do

SUMMARY OF REPRESENTATIONS

No letters of representation were received.

TOWN COUNCIL REPRESENTATIONS

The Committee of 16th February would Recommend Approval, subject to a suitable condition to protect residential amenity at night.

INTRODUCTION

Advertisement consent is sought for the display of two advertisements associated with the existing ground floor shop, including one fascia sign and one projecting sign.

RELEVANT PLANNING HISTORY

BH/231/77- Internally illuminated box sign. Permission.
BH/056/81- One projecting box sign. Permission.
DM/26/0042 - Proposed repositioning of the existing shop entrance door within the shopfront, retaining a recessed entrance and changing the door opening direction. Permission.

SITE AND SURROUNDINGS

23 Station Road is a two-storey terraced property, occupying a mid-terrace position. The property is characterised by aluminium windows and a plain tile roof. The site is located in a parade of shops and commercial premises with upper floor flats on the road junction with Church Road in the centre of Burgess Hill, close to the station.

The property lies within the built-up area boundary of Burgess Hill. Neighbouring properties lie to the east and west. Highway is to the north and south.

APPLICATION DETAILS

The proposal seeks advertisement consent for the display of two advertisements associated with the existing ground floor shop, including one fascia sign and one projecting sign fixed perpendicular to the building façade.

The internally illuminated fascia sign is to be sited on the existing shopfront some 2.6 metres from ground level and would project some 0.7 metres from the shopfront. It is to measure some 6.5 metres in length and some 0.8 metres in height, displaying the text 'Crystal Nails Bar'. The fascia sign is internally illuminated with a luminance level of 300 cd. The text colour would be black, on an ivory background.

The internally illuminated projecting sign is to be set at first floor level some 2.7 metres from ground level. This would be circular, measuring some 0.6 metres in diameter with a depth of some 10cm. This will display the text 'Crystal Nails' some 10cm metres in height. The sign would be internally illuminated

with a luminance level of 300 cd. The text colour of the projecting sign would be black, on an ivory background.

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 Development Plan Document (DPD) and the Burgess Hill Neighbourhood Plan.

Mid Sussex District Plan

The District Plan was adopted at Full Council on 28th March 2018.

Relevant policies:

DP21 - Transport

DP26 - Character and Design

Neighbourhood Plan

Burgess Hill Neighbourhood Plan made in 2016.

There are no relevant policies.

Other Legislation

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

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

DPT4 - Parking and Electric Vehicle Charging Infrastructure

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)

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 NPPF states that:

'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:

o is of high quality design and layout and includes appropriate landscaping and greenspace;

o 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;

o creates a sense of place while addressing the character and scale of the surrounding buildings and landscape

o protects open spaces, trees and gardens that contribute to the character of the area;

o protects valued townscapes and the separate identity and character of towns and villages;

o 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);

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

o incorporates well integrated parking that does not dominate the street environment, particularly where high density housing is proposed;

o positively addresses sustainability considerations in the layout and the building design;

o 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;

o optimises the potential of the site to accommodate development.'

The application site is situated in The Retail Quarter of Burgess Hill Town Centre and faces onto a secondary shopping frontage, namely Station Road. The site is located within the built-up area of Burgess Hill, where there is a variety of signage and shop front designs.

This application seeks advertisement consent to replace an existing similar style fascia with the re-addition of a hanging sign to the existing shopfront of 'Homestyle' retail store located at 23 Station Road.

The concerns from the Town Council regarding illumination at night and residential amenity are noted. The proposal is to illuminate signs to a maximum level of 300 candelas per square metre. This is line with the *Institute of Lighting Professionals' Technical Report Number 5: The Brightness of Illuminated Advertisements Including Digital Displays, 2023'* and can be secured by a suitably worded condition.

The proposal is considered appropriate in terms of design, size, colour, materials, lettering, illumination, and means of fixture and location to the existing building. It is not considered to be detrimental to the visual amenity of the locality and would preserve the character and appearance of existing building. Given the nature and commercial character of the application site and the fact that they will be replacing

mainly existing advertisements, the proposed advertisements are considered to be appropriate to the locality.

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 therefore considered to comply with policy DP26 of the Mid Sussex District Plan and the Mid Sussex Design Guide.

Public safety

Having regard to the consideration of public safety set out at Regulation 3(2)(b) (as amended) and the generality of 'any other relevant factors'. The relevant issue in respect to this application is the safety of highway users.

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 there are already illuminated signs within the wider street scene. The signs are proposed to be illuminated to a level of 300 cd. This level of illumination is considered acceptable in a medium district brightness area such as this, whereby signs can be up to 300 candelas per square metre whereby the illuminated area is less than 20 square metres. As the illumination is static, the proposal is not considered to create a public safety issue.

In terms of highway safety, the Highway Authority's standing advice concludes that the proposal would have no anticipated highway safety concerns.

As such it is not considered to result in a highways safety hazard or have an adverse impact in relation to public safety. The proposal therefore accords with policy DP21 of the District Plan.

CONCLUSION

The proposed sign is considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. The proposal is not considered to be harmful to public safety.

The proposal is therefore considered to comply with policies DP21 and DP26 of the Mid Sussex District 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: Catherine Cardin