

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/0192	Case Officer:	Stefan Galyas
Application Type:	Advertisement Application		
Proposal:	Removal of all current exterior signage and replaced with 2 signs. The illuminated monolith at the front of the building and the wall sign on the side of the building.		
Site:	Burgess Hill Dental Care, 75 Station Road, Burgess Hill, West Sussex, RH15 9DY, , ,		
Validation Date	20 Feb 2025	Overall Expiry Date:	20 Mar 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	16 Apr 2025
Target Date:	17 Apr 2025	Recommending Officer Signature:	<i>Stefan Galyas</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Stephen Ashdown</i>	Date:	17 Apr 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/0192

**Burgess Hill Dental Care, 75 Station Road, Burgess Hill, West Sussex, RH15 9DY, ,
Removal of all current exterior signage and replaced with 2 signs. The illuminated monolith at the front of the building and the wall sign on the side of the building.
Mr Henry Duckham**

SUMMARY OF REPRESENTATIONS

There were no letters of representation received in response to the proposed development.

SUMMARY OF CONSULTEES

Highways: No comment.

TOWN/PARISH COUNCIL OBSERVATIONS

Town Council: Recommended approval.

INTRODUCTION

The application seeks advertisement consent for the removal of all the current exterior signage, the erection of an illuminated monolith and a wall sign to the side elevation.

RELEVANT PLANNING HISTORY

03/00783/FUL - Erection of new file storage facility/staff rest room. Refusal 19.05.03.

04/01534/FUL - Proposed loft conversion incorporating velux windows. Permission 11.08.04

DM/25/0482 - Proposed demolition of existing garage and construction of a 2-storey rear side extension and a 1-storey side extension. Pending consideration.

SITE AND SURROUNDINGS

The application relates to Burgess Hill Dental Care which forms one half of a pair of semis and utilises a hipped roof pitch. The existing building is set to the southern side of the highway and set behind a low brick built front boundary wall. There is an existing brick paved front and side driveway area which wraps around the building. The building appears to have been extended and altered previously through a single storey flat roof rear extension and the addition of several roof lights to numerous roof slopes. The existing building displays signage throughout both its front and side elevations and there is an existing free-standing sign set behind the front boundary wall, all of which display the name of the practice.

With regard to policy constraints, the site is set within the Burgess Hill Built Up Area boundary.

APPLICATION DETAILS

The proposed development would remove current exterior signage throughout the existing building. A new illuminated monolith sign would be erected to the front of the site behind the existing boundary wall in the place of the existing free-standing sign. The sign would measure at approximately 0.1m deep, 0.7m wide and 1.7m high. The proposed sign would have static illumination which would not exceed 300 candelas per meter squared. The sign would use aluminium tray with push through opal acrylic letters throughout.

Additionally, a new fascia sign would be added to the existing side (eastern) elevation. The sign would not be illuminated and would display the name of the dental practice.

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 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:

DP2: Town Centre Development

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.

There are no relevant policies.

Neighbourhood Plan

Relevant Policies:

None applicable.

Other Material Considerations

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 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:

DPS1 - Climate Change

DPS2 - Sustainable Design and Construction

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 (NPPF) 2024 is a material consideration.
Paragraphs 2, 8, 11, 39, 48, 115-117, 131, 135 & 139.

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

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.'

Fundamental to the determination of applications for advertisement consent is that they may only be controlled with regard to two material considerations, namely 'amenity' and 'public safety' (section 220 of the 1990 Act, Paragraph 141 of the National Planning Policy Framework and the 2007 Advertisement Regulations). There is no lawful category of 'other material considerations' in addition to the interests of amenity and public safety that can be taken into consideration when determining applications for advertisement consent under the regulations.

Impact on the Amenity of the Area

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. For the purposes of the Regulations, 'amenity' includes 'aural and visual amenity'.

It is noted that there are a number of other dental practices as well as other alternative services within the site's locality. As such, there are a number of different signs and displays which are visible along the street and form part of the site's immediate context.

The proposed monolith sign would be positioned nearby the front boundary wall to the site in the place of the existing free standing sign. This alteration is considered to help upgrade and modernise the existing arrangement and facilitate a rebranding of the premises. As for the proposed side elevation fascia sign, this is considered to mirror the existing signage and would not be significantly incongruous within the sites context. With respect to visual amenity, it is determined that the proposed signage would not result in any significant harm to the character and appearance of the area.

There are some residential properties nearby the proposed monolith, such as the adjoining semi at No.77. The light emitted by the proposed monolith would not be of a significant luminance level and would face away from the nearby residential properties. Furthermore, the proposal would be sited within the context of a built-up area where light is emitted from other sources. Accordingly, the proposal is not considered to result in an adverse impact towards the neighbouring residential properties amenities.

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.

The proposed monolith sign would be illuminated statically and would not exceed 300 candelas / m². The County Council's standing advice notes that Burgess Hill is set within an area of medium district brightness. It is noted that areas up to 10m² should not exceed 800cd in such areas. Accordingly, the proposal would not exceed the quoted luminance nor present an increase when compared to the current arrangement.

It is therefore considered that the proposed advertisements would be acceptable from a public safety standpoint.

CONCLUSION

In light of the above assessment, and there being no further matters that are material to an application under the Regulations, it is recommended that consent be granted, subject to the following conditions.

Decision: *Permission*

Case Officer: *Stefan Galyas*