

Mid Sussex District Council
Planning Department
Oaklands Rd
Haywards Heath
West Sussex
RH16 1SS

Our Ref: MSDC.BHAdvert.SH.260408

15 April 2026

SENT VIA PORTAL ONLY

Dear Sir or Madam

ADVERT CONSENT – BURGESS HILL TRADE CENTRE, YORK ROAD, BURGESS HILL

We are pleased to apply for express consent for a totem sign at the above location, pursuant to the Town and Country Planning (Control of Advertisements) Regulations 1990. The application comprises:

- Completed Form;
- Location Plan;
- Block Plan;
- This Cover Letter as Planning Statement;
- Tara Signs design details; and
- Relevant fee.

Pursuant to the Advert Regulations, the planning authority may consider only two issues in determining the application under the Advert Regulations; these are amenity and public safety.

The Mid Sussex District Local Plan (2018) does not contain additional policies covering advertising applications. Of note, there are no specific advertising controls in this area, and the site is not within a conservation area.

‘Amenity’ means the effect upon visual and aural amenity in the immediate neighbourhood and the impact on passers-by, or people living nearby. As an advert to provide details of the businesses operating within this area of the Burgess Hill Trade Park, and located wholly within an existing commercial area, the advert is appropriate to its location, functional and does not have an unacceptable impact on amenity generally or residential amenity specifically.

In terms of ‘public safety’, which means considerations relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), the sign is adjacent commercial units and an estate road within an existing Trade Park and provides helpful direction to visitors to assist safety. It is within an area of landscaping and does not impede pedestrian or motorists. It is also sufficiently distant from the bus stop to prevent any conflict with bus users.

Continued/.....

Mid Sussex District Council

8 April 2026

ADVERT CONSENT – YORK ROAD, BURGESS HILL

The advert is therefore to be acceptable and meets the requirements of the Advert Regulations and should be approved accordingly.

Yours faithfully

