

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/2642	Case Officer:	Tracie Axford
Application Type:	Advertisement Application		
Proposal:	Proposed 1no. standing sign.		
Site:	Land To The South Of Kings Way , Burgess Hill, RH15 0XP, , , , ,		
Validation Date	21 Oct 2025	Overall Expiry Date:	21 Nov 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	12 Dec 2025
Target Date:	16 Dec 2025	Recommending Officer Signature:	<i>Tracie Axford</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Joanne Fisher</i>	Date:	15 Dec 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/2642

**Land To The South Of Kings Way , Burgess Hill, RH15 0XP, , , ,
Proposed 1no. standing sign.
C/O Agent**

LETTERS OF REPRESENTATION

None

SUMMARY OF CONSULTEES

None.

BURGESS HILL TOWN COUNCIL OBSERVATIONS

Burgess Hill Town Council recommend approval of the application

INTRODUCTION

The application seeks advertisement consent for 1 No. standing sign at the vehicular and pedestrian entrance to the site.

RELEVANT PLANNING HISTORY

DM/21/3385 - Erection of a 68 bedroom residential care facility, with associated access works, car parking, servicing, private amenity space, landscaping and boundary treatment. (Amended plans 14.03.2022) Permission 2022-09-05

SITE AND SURROUNDINGS

The application site is located to the south/south east of Kings Way with the railway line running along the south western boundary. The position of the advertisement will be at the vehicular and pedestrian entrance to the site on Kings Way.

The application site is within the built-up area of Burgess Hill.

APPLICATION DETAILS

The application seeks advertisement consent to install 1 no. standing sign located at the vehicular and pedestrian entrance to site to enable visitors and residents to find and recognise the home.

The sign will denote the name of the care home and accompanying contact details and is proposed to be sage green in colour to merge the operator's brand and also be in keeping with the colour of the window and door frames of the building.

It is proposed that the sign will be illuminated via a static up light at ground level, aimed to highlight the sign without affecting the peripheral area. It will have a maximum illuminance of 1000cd/m² and will only be illuminated during hours of darkness.

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.

Mid Sussex District Plan

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

Relevant policies:
DP21 - Transport
DP26 - Character and Design

Burgess Hill Neighbourhood Plan

Relevant policies:
None

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

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.

The National Planning Policy Framework (NPPF) December 2024

Planning Practice 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.'*

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 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:

- 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 application site is located within a residential area on Kings Way within Burgess Hill. Either side of the highway, where the sign will be positioned, Kings Way is lined with trees. The proposed signage is therefore considered to be appropriate and proportionate in its size, nature and design.

Taking into account the above, the proposal is considered to have an acceptable impact upon visual amenity of the street scene 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

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 during hours of darkness only. The sign is proposed to be illuminated to a maximum level of 1000 cd/m², via a static upright at ground level. This aims to highlight the sign without affecting the peripheral area therefore the proposal is not considered to create a public safety issue.

Overall, it is considered that the proposed signage would not result in 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. 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 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: Tracie Axford