

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0487	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	Installation of new fascia and illuminated lettering and logo		
Site:	Dwell Architecture And Design Ltd, The Old Post Office, Lewes Road, Scaynes Hill, Haywards Heath, West Sussex, RH17 7PG,		
Validation Date	27 Feb 2026	Overall Expiry Date:	30 Apr 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	5 May 2026
Target Date:	24 Apr 2026	Recommending Officer Signature:	<i>Catherine Cardin</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Stephen Ashdown</i>	Date:	5 May 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0487

Dwell Architecture And Design Ltd, The Old Post Office, Lewes Road, Scaynes Hill, Haywards Heath, West Sussex, RH17 7PG
Installation of new fascia and illuminated lettering and logo
Dwell Architecture & Design Ltd.

SUMMARY OF REPRESENTATIONS

No letters of representation were received.

PARISH COUNCIL REPRESENTATIONS

LRPC have no comment.

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

DM/18/0242- Demolition of Outbuildings and Erection of Dwelling house. Application returned.

SITE AND SURROUNDINGS

The Old Post Office is a two-storey terraced property, occupying an end of terrace position. The property is characterised by red brick, white fenestration and a plain tile roof. The property benefits from a single storey bay structure. The site is located within a residential and commercial area on the southern side of Lewes Road, fronting the A272.

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

APPLICATION DETAILS

The proposal seeks advertisement consent for the installation of new fascia and illuminated lettering and logo.

The externally illuminated fascia sign is to be sited on the existing shopfront some 3 metres from ground level and would project some 0.2 metres from the shop front. It is to measure some 6.5 metres in length and some 0.5 metres in height, displaying the text 'dwell architecture and design'. The fascia sign would be externally illuminated with a luminance level of 180 cd. The text colour would be blue on a silver background.

The proposal also seeks to replace the existing bay roof structure with a bay roof structure.

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 Lindfield and Lindfield Rural 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

The Lindfield and Lindfield Rural Neighbourhood Plan was made on 23 March 2016.

Relevant policies:

Policy 3: Small businesses

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 hearings were concluded on the 19th March 2026. The District Plan remains at Examination until the Inspector has published his report, until that time 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.'

Policy 3 of the Neighbourhood Plan relates to small businesses and states that:

'Development proposals for small scale business uses on land within the built up area boundaries of Lindfield and Scaynes Hill, will be supported, provided the site is well located to the road network, the operations will not cause harm to the amenities of local residents, and the development proposals will have a low impact on the surrounding areas.

The application site is situated in the built-up area boundary of Scaynes Hill, at the eastern end of Lewes Road, where there is a mixture of residential and commercial properties. The surrounding street scene contains a limited degree of signage and shopfront treatment.

This application seeks advertisement consent to install a fascia sign to the existing shopfront of 'Dwell Architecture and Design Ltd' located at The Old Post Office, Lewes Road.

The proposal is to illuminate signs to a maximum level of 180 candelas per square metre. This exceeds the *Institute of Lighting Professionals' Technical Report Number 5: The Brightness of Illuminated Advertisements Including Digital Displays, 2023*.

The proposal is considered appropriate in terms of design, size, colour, materials, lettering, methods of fixture and relationship with 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 mixed character of the application site and surrounding area, the modest scale and appearance of the proposed advertisements, they are considered appropriate to their settings and would not appear visually intrusive.

For these reasons, 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, policy 3 of the Lindfield and Lindfield Rural Neighbourhood 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, it is noted that illuminated signage already exists within the wider street scene. The application proposes a luminance level of 180cd/m², which exceeds the guidance set out in the Institute of Lighting Engineers' Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements including Digital Displays" (2023), which identifies a maximum luminance level of 25cd/m² for advertisements within an E1 environmental zone.

West Sussex County Council Highways, as the Local Authority, has been consulted on the application and have advised that whilst there are no objections in principle to the proposed signage, the proposed luminance level should be reduced to accord with the maximum luminance level for the location's environmental zone in order to minimise the potential for driver dazzle. This matter can be appropriately controlled by a planning condition.

The Local Highways Authority has confirmed that the proposal would not have an unacceptable impact on highway safety, nor result in 'severe' cumulative impacts on the operation of the highway network.

On this basis, it is concluded that the proposal would not result in a highways safety hazard or adversely affect public safety and is therefore considered to accord 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, policy 3 of the Lindfield and Lindfield Rural Neighbourhood 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

