

Mr Akam Hama
Miss Jeannie Wen Tok
13 Davey Drive
Bolney
West Sussex
RH17 5SF

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE)
(ENGLAND) ORDER 2015
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS
2007**

REFUSAL

REFERENCE: DM/26/0950

DESCRIPTION: INSTALLATION OF NEW SHOPFRONT SIGNAGE (ILLUMINATED FASCIA AND VINYL SIGN).

LOCATION: 101 SOUTH ROAD, HAYWARDS HEATH, WEST SUSSEX, RH16 4LR

DECISION DATE: 11 JUN 2026

CASE OFFICER: DEBORAH LYNN - DEBORAH.LYNN@MIDSUSSEX.GOV.UK

The Council hereby notify you that they **REFUSE CONSENT** for the display of (an) advertisement(s) for the following reasons:-

1. The proposed signage, by reason of its design, colours, size of lettering and illumination, is considered to represent an incongruous addition within the street scene which detracts from the appearance and character of the primary shopping area on South Road and residential nature of Haywards Road. The proposal therefore conflicts with policies DP2 and DP26 of the Mid Sussex District Plan and policy E9 of the Haywards Heath Neighbourhood Plan.

INFORMATIVES

1. In accordance with Article 35 of the Town and Country Planning (General Management Procedure) (England) Order 2015, the Local Planning Authority has acted positively and proactively in determining this application by identifying matters

of concern with the proposal and determining the application within a timely manner, clearly setting out the reason(s) for refusal, thereby allowing the Applicant the opportunity to consider the harm caused and whether or not it can be remedied as part of a revised scheme. The Local Planning Authority is willing to provide pre-application advice and advise on the best course of action in respect of any future application for a revised development.

Human Rights Implications

The planning application has been considered in light of statute and case law and any interference with an individual's human rights is considered to be proportionate to the aims sought to be realised.

Plans Referred to in Consideration of this Application

The following plans and documents were considered when making the above decision:

Plan Type	Reference	Version	Submitted Date
Location Plan			15.04.2026
Block Plan			16.04.2026
Existing and Proposed Floor Plan			15.04.2026
Proposed Floor Plans			15.04.2026
Existing Elevations			15.04.2026
Proposed Elevations			15.04.2026
Existing Floor Plans			16.04.2026



Eric Owens
Interim Assistant Director Planning and Sustainable Economy

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APPEALS TO THE SECRETARY OF STATE

Notes for Applicants

If you are aggrieved by the decision of your Local Planning Authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within **8 weeks** of the date of receipt of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal which you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. [Further details are on GOV.uk](#).