

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/1841	Case Officer:	Tracie Axford
Application Type:	Advertisement Application		
Proposal:	Proposed new signage to include Sign 1 Non Illuminated Fascia Sign to Church Road and access to Church Road car park. Sign 2 Non Illuminated replacement 'post sign' to Church Road. Signs 3 Non illuminated vinyl graphics to ground floor windows facing Church Road. Sign 4 Non illuminated 'name board' to Church Road entrance door. Sign 5 Non illuminated vinyl graphics to ground floor rear door within Church Road car park.		
Site:	Lloyds Bank, Bank Chambers, 36 - 38 Church Road, Burgess Hill, West Sussex, RH15 9AH, ,		
Validation Date	27 Jul 2026	Overall Expiry Date:	25 Aug 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	17 Sep 2026
Target Date:	21 Sep 2026	Recommending Officer Signature:	Tracie Axford

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	17 Sep 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/1841

Lloyds Bank, Bank Chambers, 36 - 38 Church Road, Burgess Hill, West Sussex, RH15 9AH, Proposed new signage to include Sign 1 Non Illuminated Fascia Sign to Church Road and access to Church Road car park.

Sign 2 Non Illuminated replacement 'post sign' to Church Road. Signs 3 Non illuminated vinyl graphics to ground floor windows facing Church Road. Sign 4 Non illuminated 'name board' to Church Road entrance door. Sign 5 Non illuminated vinyl graphics to ground floor rear door within Church Road car park.

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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 proposed new signage to include:

Sign 1 Non Illuminated Fascia Sign to Church Road and access to Church Road car park.

Sign 2 Non Illuminated replacement 'post sign' to Church Road.

Signs 3 Non illuminated vinyl graphics to ground floor windows facing Church Road.

Sign 4 Non illuminated 'name board' to Church Road entrance door.

Sign 5 Non illuminated vinyl graphics to ground floor rear door within Church Road car park.

RELEVANT PLANNING HISTORY

None

SITE AND SURROUNDINGS

The application site is Lloyds Bank located on the north side of Church Road. It lies within the Retail Quarter as defined in the Burgess Hill Neighbourhood Plan and within the built-up area boundary of Burgess Hill.

APPLICATION DETAILS

The application seeks advertisement consent for the following:

Sign 1 Non Illuminated Fascia Sign to Church Road and access to Church Road car park.

Sign 2 Non Illuminated replacement 'post sign' to Church Road.

Signs 3 Non illuminated vinyl graphics to ground floor windows facing Church Road.

Sign 4 Non illuminated 'name board' to Church Road entrance door.

Sign 5 Non illuminated vinyl graphics to ground floor rear door within Church Road car park.

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:
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 is currently at Examination with initial hearings held in February/March 2026. The Council is consulting on Main Modifications which are required to ensure the plan is legally compliant and sound. 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

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) (August 2026)

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.'*

Policy DP26 of the District Plan relates to character and design, however, it is considered to have very limited weight as it is materially inconsistent with the NPPF, therefore greater weight should be given to policy DP3 of the NPPF.

Policy DP3 of the NPPF sets out the key principles for well-designed places. This sets out in part that proposals should respond to their context, so that they integrate with and enhance their surroundings; such as through the arrangement of development plots and buildings, the use of materials and architectural features, and the restoration, reuse and integration of heritage assets.

It is considered, having regard to the number and form of the advertisements, that the proposals are in keeping with the building and integrate well with the character and appearance of the surrounding area.

CONCLUSION

The proposed signage is considered to be appropriate in terms of the design and integrates well with the surrounding area. The proposal is therefore considered to comply with policy 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 Policy DP3 of the NPPF.

Decision: Permission

Case Officer: Tracie Axford