

Delegated Decision

Sign off Sheet

Ref. No:	DM/25/2092	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	Proposed fascia sign and projecting sign.		
Site:	Superdrug, 42 - 44 Church Road, Burgess Hill, West Sussex, RH15 9AE, , ,		
Validation Date	28 Aug 2025	Overall Expiry Date:	23 Sep 2025
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	8 Oct 2025
Target Date:	23 Oct 2025	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>Steven King</i>	Date:	8 Oct 2025
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/25/2092

**Superdrug, 42 - 44 Church Road, Burgess Hill, West Sussex, RH15 9AE, ,
Proposed fascia sign and projecting sign.
Mr Kris Szramek**

SUMMARY OF REPRESENTATIONS

None received.

TOWN COUNCIL REPRESENTATIONS

No comment.

INTRODUCTION

Advertisement consent is sought for one internally illuminated fascia sign and one internally illuminated projecting sign.

RELEVANT PLANNING HISTORY

BH/067/99- 1 no. fascia panel (non-illuminated). Permission.

01/00818/OUT- Outline Application:- Conversion of 1st and 2nd floor above shop (at front) to three flats, and conversion and extension of rear to form 4 town houses. Withdrawn.

01/01194/OUT- Conversion of first and second floor offices, and extension at rear to form 7 no. residential units. Permission.

05/01688/FUL- Conversion of first and second floor offices, and extension at rear to form 8 no. residential units. (No change to plans amended description). Permission.

09/01799/FUL- Conversion of upper floors to 4 no duplex flats (related to permission 01/01194/OUT and 05/01688/FUL). Permission.

12/02981/FUL- Install 3no. A/C systems in the sales floor with 3no. outdoor condenser units on the building side wall. (Amended plans received on 12 November 2012). Permission.

SITE AND SURROUNDINGS

The application site is a three-storey mid terrace mix use building comprising of retail on the ground floor with residential flats on the first and second floors. The building is attached on the southeastern side to Nationwide, with Imperial Cancer with residential above to the northwestern side. To the rear (northeast) is a car park with Church Road to the southwest (front) of the building.

The application site is designated within the Mid Sussex District Plan as being within the built-up area boundaries of Burgess Hill.

APPLICATION DETAILS

Advertisement consent is sought to install a fascia sign on the front (southern) elevation,

The fascia sign is to be sited some 2.4 metres from ground level. It is to measure some 12.5 metres in width, displaying the text 'Superdrug', and some 1.3 metres in height. The text would measure some 60cm in height and would be white on a black background. The illuminance level would be 180 candelas per square metre (cd/m²).

The projecting sign is to be sited on the western side of the front (southern) elevation and some 2.6 metres from ground level. This would measure some 90cm in height and some 65cm in width, displaying the text 'Superdrug' some 5cm in height. The illuminance level would be 180 candelas per square metre (cd/m²).

It is also proposed to install two lobby graphics. The submitted plans show that the larger lobby advert would measure some 2.2 metres in height and some 78cm in width. This would be a decorated vinyl graphic. The smaller lobby advert would measure some 1.8 metres in height and some 63cm in width. This would be black vinyl applied to a disused door.

The proposal also includes a decorated vinyl graphic to be sited on the front (southern) elevation. Plans show that this would measure some 2.2 metres in height and 1 metre in width. Finally, it is proposed to install a dibond panel with decorated vinyl graphics on the front (southern) elevation. This would measure some 2.4 metres in height and 1 metre in width.

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 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

Neighbourhood Plan

Burgess Hill Neighbourhood Plan made in 2016.

No relevant policies.

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.

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:

- 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 site is located within Burgess Hill Town Centre, where there is a variety of signage and shop front designs.

The signage is considered to be appropriate and proportionate in its size, nature and design. There are a variety of external materials within the locality and existing illuminated signage. Taking into account the above, 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 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, there are already illuminated signs within the wider street scene. The signs are proposed to be illuminated to a level of 180 cd, which is consistent with the surrounding properties with illuminated signage and is therefore considered to be in keeping with the character of the area. As the illumination is static, 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 signs are 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 highway 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: Catherine Cardin