

From: planninginfo@midsussex.gov.uk <planninginfo@midsussex.gov.uk>
Sent: 19 May 2026 08:09:09 UTC+01:00
To: "Deborah Lynn" <deborah.lynn@midsussex.gov.uk>
Subject: Mid Sussex DC - Online Register - Comments for Planning Application
DM/26/0950

Comments summary

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 19/05/2026 8:09 AM.

Application Summary

Address:	101 South Road Haywards Heath West Sussex RH16 4LR
Proposal:	Installation of new shopfront signage (illuminated fascia and vinyl sign).
Case Officer:	Deborah Lynn

[Click for further information](#)

Customer Details

Address:	47 Hoblands Haywards Heath
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Comments Details

Commenter Type:	Neighbour or general public
Stance:	Customer objects to the Planning Application

Reasons for comment:

Comments:	I write to object to the above planning application relating to the installation of new 'Top Store' shopfront signage at the stated premises. 1. Harm to Local Character and Visual Amenity The proposed signage, by reason of its size, design, colour and illumination, is incongruous and visually intrusive within the context of the surrounding streetscape. The area is characterised by a cohesive and harmonious appearance, with generally restrained, traditionally styled shopfronts and signage that respect
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the scale and proportions of the buildings.
The proposal fails to respond positively to this established character. Instead, it introduces a dominant and overly prominent feature in a prime corner location that detracts from the visual coherence of the area, resulting in material harm to the street scene.

2. Conflict with Mid Sussex District Plan Policy DP26: Character and Design

DP26 requires development to achieve a high quality of design that reflects and respects the character and appearance of the surrounding area. The proposed signage does not accord with this requirement, as it fails to integrate with the architectural form of the host building or the wider street scene.

In addition, the scheme does not appear to reflect the design principles in MSDC's supplementary planning guidance regarding shopfronts and advertisements, which emphasise restraint, proportion, and compatibility with host buildings.

3. Overly Prominent and Unsympathetic Design

The scale, illumination and colour scheme of the proposed Top Store signage would draw undue attention to the premises at the expense of neighbouring properties. This creates visual imbalance and undermines the established hierarchy and rhythm along the street.

4. Precedent Concerns

Approval of this application could set an undesirable precedent for further inappropriate signage on the High Street, leading to incremental erosion of its character and visual quality.

Conclusion

For the reasons set out above, the proposal represents poor design that is out of keeping with the local area and conflicts with key policies of the Mid Sussex District Plan.

I therefore respectfully request that the application be refused.

Kind regards