

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0955	Case Officer:	Peter Davies
Application Type:	Advertisement Application		
Proposal:	Proposed double sided totem sign.		
Site:	Land Adj. To, 5 York Road, Burgess Hill, West Sussex, RH15 9TT, , ,		
Validation Date	17 Apr 2026	Overall Expiry Date:	12 May 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	10 Jun 2026
Target Date:	12 Jun 2026	Recommending Officer Signature:	<i>Peter Davies</i>

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	<i>Joanne Fisher</i>	Date:	11 Jun 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0955

**Land Adj. To, 5 York Road, Burgess Hill, West Sussex, RH15 9TT, ,
Proposed double sided totem sign.
C/O Agent**

LETTERS OF REPRESENTATION

None received.

SUMMARY OF CONSULTEES

None received.

TOWN COUNCIL OBSERVATIONS

The Committee of 11th May would Recommend Approval, subject to there being no illumination on the sign.

INTRODUCTION

The application seeks advert consent for a proposed double sided totem sign.

RELEVANT PLANNING HISTORY

No relevant history.

SITE AND SURROUNDINGS

The application site consists of a grass area on the west side of 5 York Road, within the built-up area boundary of Burgess Hill. The locality consists of large commercial and industrial buildings of varying form and design.

APPLICATION DETAILS

The application seeks advertisement consent for a double sided totem sign. The sign is to be located on the grass bank to the west of 5 York Road. The totem will have a width of 1.32 metres, height of 5.0 metres and a thickness of 0.25 metres. The totem will be aluminium with a steel frame. The totem will display the companies located within York Road and Edward Way and will be non-illuminated.

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.

National policy (which is contained in the National Planning Policy Framework and National Planning Policy Guidance) does not form part of the development plan, but is an important material consideration.

Mid Sussex District Plan

The District Plan was adopted at Full Council on 28th March 2018.

Relevant policies:

DP21 - Transport

DP26 - Character and Design

Site Allocations DPD

The SADPD was adopted on 29th June 2022. It allocates sufficient housing and employment land to meet identified needs to 2031.

There are no relevant policies.

Neighbourhood Plan

Burgess Hill Neighbourhood Plan made in 2016.

There are no relevant policies.

Mid Sussex District Plan 2021-2039 Consultation Draft

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 policy:

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.

Other Material Considerations and Legislation

National Planning Policy Framework (NPPF) December 2024

Planning Practice Guidance

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

West Sussex County Council Highways Illuminated Signs Standing Advice 2023

ASSESSMENT

It is considered that the main issues that need to be considered in the determination of this application are as follows;

- Impact on the Amenity of the Area

- Public Safety

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 National Planning Policy Framework states:

'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 the Amenity of the Area

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 proposed totem sign is large in size however is acceptable and appropriate for the industrial character of the area. There would be no adverse impact on the visual amenities of the area. 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 considered to comply with policy DP26 of the Mid Sussex District Plan.

Public Safety

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 totem would be non-illuminated and not obstruct views of the highway. As such the proposed works are not considered to represent a hazard to public safety. Therefore, the proposal complies DP21 of the Mid Sussex 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. There would also not be an adverse impact on highways 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 provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the relevant contents of the NPPF.

Decision: Permission

Case Officer: Peter Davies