

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0903	Case Officer:	Catherine Cardin
Application Type:	Advertisement Application		
Proposal:	Proposal is for two permanent totem signs, with one located at the site entrance and the other located on the central green.		
Site:	Land East Of Brighton Road, Pease Pottage, West Sussex, , , , ,		
Validation Date	9 Apr 2026	Overall Expiry Date:	6 May 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	3 Jun 2026
Target Date:	4 Jun 2026	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:	3 Jun 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0903

Land East Of Brighton Road, Pease Pottage, West Sussex, , , ,
Proposal is for two permanent totem signs, with one located at the site entrance and the other located on the central green.
Thakeham Pease Pottage LLP

SUMMARY OF REPRESENTATIONS

None received.

PARISH COUNCIL REPRESENTATIONS

SPC No Objection.

INTRODUCTION

The application seeks advert consent for the erection of two permanent totem signs, with one located at the site entrance and the other located on the central green.

RELEVANT PLANNING HISTORY

DM/15/4711- The phased development of approximately 600 dwellings (Use Class C3), (including affordable housing), 48 bed care facility (Use Class C2), Community building (Use Class D1), cafe (Use Class A3) and retail (Use Class A1), up to 1 form-entry primary school (Use Class D1), hard/soft landscaping including a noise bund/fence, infrastructure provision, creation of accesses and car parking. The application includes demolition of 2 dwelling houses, ancillary agricultural buildings, removal of waste facility and stopping up existing vehicular access (post construction). (additional information submitted 7th March 2016) AMENDMENT: "Additional information received - Environment Statement Volume 1 - Main Statement Addendum." Permission.

DM/18/4109- Erection of two residential sale stack signs. Permission.

DM/19/4636- Reserved matters application for approval of the appearance, layout, scale and landscaping of phases 4 and 5 pursuant to Outline Planning Permission DM/15/4711 comprising a total of 277 dwellings (136 homes in Phase 4 and 141 homes in Phase 5) with associated access, parking, landscaping, infrastructure and earthworks. (Amended plans recieved 30th March 2021 showing layout and design revisions). Permission.

DM/21/1407- Temporary construction of Sales Suite facility with ancillary structures, parking and landscaping. Permission.

DM/21/2660- Proposed signage to include- 1 x oak legs and black board marketing suite sign, 4 x oak legs and black board visitor parking signs and 2 x flags. Permission.

DM/25/2647- The retention of an existing temporary sales suite building together with the associated ancillary structures, to be used as a community facility with parking and landscaping. Permission.

SITE AND SURROUNDINGS

The application site is located to the east of Bellevue Farm Road Roundabout, Pease Pottage. The site relates to a large grassed open area and the access route via Bellevue Farm Road.

The site lies outside the built-up area boundary of Pease Pottage and lies within the High Weald Area of Outstanding Natural Beauty. Neighbouring properties are located to the north, east and west. The public highway lies to the south.

APPLICATION DETAILS

The proposal seeks to erect two permanent totem signs, with one located at the site entrance and the other located on the central green.

The entrance sign is to be sited approximately 4.2 metres from the public highway on the northern side of Bellevue Farm Road. The sign would measure approximately 1.7 metres in width and 1.5 metres in height, displaying the text 'Welcome to Woodgate, Pease Pottage'. The sign would be double sided, powdered-coated aluminium, mounted on posts set into the ground. The text colour would be white on a dark green background and would feature wood-effect finish to both sides and returns.

The village green sign is to be sited approximately 8.4 metres from the public highway on the northern side of Grace Holland Avenue. The sign would measure approximately 1.8 metres in width and 2 metres in height, displaying the text 'Welcome to Woodgate, Pease Pottage'. The sign would be double sided powdered coated aluminium, mounted on posts set into the ground. The text colour would be white on a dark green background and would feature wood effect painted to both sides and returns.

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 Slaugham Neighbourhood Plan.

Mid Sussex District Plan

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

Relevant policies:

DP12 - Protection and Enhancement of the Countryside

DP16 - High Weald Area of Outstanding Natural Beauty

DP21 - Transport

DP26 - Character and Design

Neighbourhood Plan

Slaugham Neighbourhood Plan 2014-2031 was made in September 2019.

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 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 policies:

DPB1 - Character and Design
DPC1 - Protection and Enhancement of the Countryside
DPC4 - High Weald Area of Outstanding Natural Beauty

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 and the High Weald AONB

The impact on the High Weald AONB is a key component of the assessment of visual amenity, as required under Regulation 3(1) and 3(2)(a), which includes consideration of the characteristics of the locality.

Policy DP26 of the District Plan relates to character and design and requires all proposals to be well designed and reflect the distinctive character of the towns and villages, while being sensitive to the countryside, as well as addressing the character and scale of the surrounding buildings and landscape. In part the policy requires proposals to be of a high-quality design and layout and includes appropriate landscaping and greenspace; and creates a sense of place while addressing the character and scale of the surrounding buildings and landscape.

The legal framework for AONBs, (also known as National Landscapes) in England and Wales is provided by the Countryside and Rights of Way Act (CRoW) 2000 which at Section 82 reaffirms the primary purpose of AONBs: to conserve and enhance natural beauty. Section 84 of the CRoW requires Local Planning Authorities to *'take all such action as appears to them expedient for accomplishment of the purpose of conserving and enhancing the natural beauty of the AONB'*. The Levelling-up and Regeneration Act (2023) amended section 85 of the CRoW Act, to create a new duty on relevant authorities to *'seek to further the purpose of conserving and enhancing the natural beauty of the area'*

when discharging their functions in AONBs'. A similar ethos is found within The High Weald AONB Management Plan which is a material consideration in the determination of planning applications in the AONB.

Paragraph 189 of the NPPF states:

'Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks.'

Policy DP12 in the District Plan seeks to protect the character of the countryside and states that development will be permitted where it maintains or where possible enhances the quality of the rural and landscape character of the District and is supported by a specific policy reference in the District Plan, Neighbourhood Plan or Development Plan Document. In this case Policy DP26 is the relevant policy that supports high quality development.

The application site relates to a modern housing development to the east of Pease Pottage.

During the course of the application, revised plans were received which introduced a minor amendment to the design of the village green sign. The proposed signage is of a simple design and is considered to be of a scale and form that would not appear overly dominant, remaining proportionate to its setting and the surrounding built form.

Given its modest scale, simple design, and non-illuminated nature, the signs would appear as typical estate signage and would be read within the context of the surrounding residential development rather than the open landscape. As such, it would not give rise to material harm to the scenic beauty, tranquillity or character of the High Weald AONB.

The proposal therefore accords with the requirements of Policy DP16 of the District Plan, The High Weald AONB Management Plan and paragraph 189 of the NPPF.

Taking into account the above, the proposal is considered to have an acceptable impact upon the visual amenity of the street scene and in terms of design and character. It is therefore considered to comply with policies DP12, DP16 and DP26 of the Mid Sussex District Plan, the Mid Sussex Design Guide, The High Weald AONB Management Plan and paragraph 189 of the NPPF.

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 set back approximately 4.2m and 8.4m from the highway and would not be illuminated. The proposed signage is considered modest and would not obscure signage or sightlines. The proposal would not obscure or hinder the interpretation of any traffic signage, nor would they distract drivers or impede visibility splays.

As such it is not considered to result in a highways safety hazard and would not give rise to material harm 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 highways safety as a result of the development.

The proposal is therefore considered to comply with policies DP12, DP16, 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