

From: planninginfo@midsussex.gov.uk <planninginfo@midsussex.gov.uk>
Sent: 26 April 2026 10:24:13 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 26/04/2026 10:24 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: Gower Road Haywards Heath

Comments Details

Commenter Type:	Neighbour or general public
Stance:	Customer objects to the Planning Application
Reasons for comment:	
Comments:	Objection: Ref: DM/26/0950 - INSTALLATION OF NEW SIGNAGE & EXTENSION OF OPENING HOURS, AND USE OF PAVEMENT AREA AT 101 SOUTH ROAD, HAYWARDS HEATH, RH16 4LR I object to the proposed signage and extension of opening hours for the following reasons: Appearance of the area: The signage has already been installed and appears totally out of

character with the area. The lettering of TOP STORE is 590mm high, bright yellow and signage total height 1,300mm. This is out of scale with the size of the premises and its shopfront. The large images of Vapes and Energy Drinks is also out of character with the area and promotes unhealthy lifestyles. It is irresponsible to advertise tobacco products and other stimulants on the shop front of the High Street.

Illumination of the signage is also inappropriate, especially with the extension of proposed opening hours, leading to light pollution and disturbance to local nocturnal wildlife species including bats.

Quality of the design:

The proposed design is gaudy, incongruous and of low quality and does not align with the aesthetic standards of the area. It does not contribute to the character or visual amenity of the locality described in the Council's local plan for this area.

Significant overbearing impact:

The height of font, overall height of signage, poor quality of design and illumination has a significantly overbearing impact on the character of South Road. The large images of Vapes and Energy Drinks are also overbearing in the local area.

Economic benefits:

The overall poor quality, gaudy and incongruous aesthetic of signage and display will have a negative impact on the perception of the town and shopping in South Road, leading to a reduction in local trade and shopping.

Highways safety:

The size, gaudy design and illumination will reduce safety of the road and pedestrians on the pavement by significantly distracting vehicles driving along South Road.

Significantly increased disturbance:

South Road and the nearby area of Iceland, together with Victoria Park's Skate Park often has young people causing a disturbance, with the police often in attendance (police records will evidence this). Young people often hang around outside Vape Shops and Fast-Food outlets in South Road in the evenings, causing anti-social behaviour such as shouting and general disturbance, which is intimidating, especially for people with protected characteristics, such as the elderly, disabled and women and girls. The proposed extended opening hours to midnight Sundays to Fridays and 1am Saturdays would significantly increase this disturbance with the late-night shop opening being a magnet for youths hanging around outside this mixed use retail and residential street.

Illumination of the signage, especially within the proposed extended opening hours, will be a significant disturbance to local

residents living and sleeping in flats along this part of South Road.

Intrusion into the countryside:

Illumination of the signage is inappropriate, especially with the extension of proposed opening hours, leading to light pollution and disturbance to local nocturnal wildlife species including bats, protected via the Wildlife and Countryside Act 1981.

Kind regards