WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Adur & Worthing Councils FAO: Peter Barnett
FROM:	WSCC – Highways Authority
DATE:	10 October 2025
LOCATION:	Land South Of 70 High Street Shoreham-by-sea West Sussex
SUBJECT:	AWDM/1213/25 The proposed installation of 1no. BT Street Hub and removal of associated existing BT payphone(s).
DATE OF SITE VISIT:	n/a
RECOMMENDATION:	Advice

This application has been dealt with in accordance with the Development Control Scheme protocol for small scale proposals.

This application is for the removal of existing BT phone kiosk and installation of one new BT Street Hub, incorporating two digital 1.905m internally illuminated LCD advert screens. The site is located on High Street, an A-classified road subject to a speed limit of 30mph.

The proposal is replace the existing BT phone kiosk in this location with the proposed BT Street hub. The proposed site is located within the publicly maintained highway. The proposed location is not anticipated to result in an obstruction to pedestrians utilising the footway, nor to result in an obstruction to vehicular visibility for vehicles travelling on High Street.

The proposed Street Hub will provide two digital 75-inch internally illuminated LCD advert screens. The Design and Access Statement indicates that the proposed advertisements will not contain moving images and changes between the advertisements will be instantaneous with no animated transitions. The application form indicates that the maximum daytime luminance level would be 2500cd/m^2. The Design and Access Statement indicates that the applicant would be agreeable to a condition restricting the BT Street Hub to a maximum luminance level of 600cd/m^2 in the hours of darkness; however, in accordance with Table 10.4 of The Institute of Lighting Engineers' Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements including Digital Displays" (2023), the maximum luminance level for an advertisement within the E3 environmental zone is 300cd/m^2.

Whilst the LHA would not raise any highway safety concerns to the principle of the proposed BT Street Hub, we would request that the applicant reduce the proposed luminance level within the hours of darkness to accord with the maximum luminance level for the location's environmental zone. The LHA consider that this could be dealt with via condition, however the LPA may wish to resolve this matter prior to determination.

The Statutory Undertaker will need to submit the necessary notification to the Highway Authority independently and any traffic management will need to be agreed with WSCC Highways prior to works taking place.

Conclusion

The LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 116), and that there are no transport grounds to resist the proposal.

If the LPA are minded to approve the application, the following conditions should be applied:

1. A. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
B. No advertisement shall be sited or displayed so as to-
(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
C. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
D. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
E. Where an advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
Reasons: To comply with the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. The intensity of the illumination of the signs shall not exceed 300cd/sqm during the hours of darkness.
Reason: In the interests of road safety

3. The intensity of the illumination of the signs shall not exceed 5000cd/sqm during daylight hours.
Reason: In the interests of road safety

4. Any change in the advertisement shall be instantaneous and it should not display any moving images.
Reason: In the interests of road safety.

5. The panels displaying the advertisements shall not change more than every 5 seconds.
Reason: In the interests of road safety.

INFORMATIVE
The applicant is advised to contact WSCC Highways to obtain formal approval for the works on the public highway and to agree the required traffic management (01243 642105).

Nicola Elliott
West Sussex County Council – Planning Services