West Sussex County Council - Planning Consultation Response

To: Adur & Worthing Councils

Date: 11 November 2026

FAO: Tom Westerman

From: WSCC - Highways Authority

LPA Reference: AWDM/1150/26

Location: Land North Of 45 To 47 Montague Street, Worthing, West Sussex

Proposal: Advertisement consent for internally illuminated LCD screens either side of the communications hub.

Date of Site Visit: N/A

Recommendation: Advice

This application seeks advertisement consent for internally illuminated LCD screen on one side of the communications hub. The site is located on Montague Street, a pedestrianised street in this location.

The proposed communication hub will be located within land considered to be public highway; but is not anticipated to obstruct pedestrians or to obstruct vehicular visibility.

The advertisements within the communication hub will be illuminated to a maximum of 600cd/sqm at nighttime, which is in accordance with the Institute of Lighting Professionals guidance. The LPA are requested to implement the recommended below conditions so that the advertisements displayed meet the required brightness, and do not pose a distraction to highway users. Assuming these are met, the proposed communication hub is not anticipated to result in a distraction to drivers, or a highway safety concern.

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 the WSCC Highways prior to works taking place.

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 (in line with TR6 paragraph 4) and that there are no transport grounds to resist the proposal.

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

Conditions

1. The intensity of the illumination of the signs shall not exceed 600cd/sqm during the hours of darkness
REASON: In the interests of road safety
2. Any change in the advertisement shall be instantaneous and it should not display any moving images.
REASON: In the interests of road safety
3. The screens 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 get formal approval for the works on the public highway and to agree the required traffic management (01243 642105).

Liz Corcoran
West Sussex County Council – Planning Services (Highways)