

From: **Nigel De Wit**

Date: Wed, 22 Oct 2025 at 16:01

Subject: NH/25/12055 - AWDM/0761/25 - Unit 1 Red Square Retail Park - HR - NH response 22/10/25

To: Planning - <planning@adur-worthing.gov.uk>

FAO: Louise Prew, Adur & Worthing Councils

Your ref: AWDM/0761/25 - Unit 1 Red Square Retail Park 194 Sompting Road Worthing

Proposal: Advertisement Consent for freestanding internally illuminated digital billboard

Our ref: NH/25/12055

Dear Louise,

Since our holding recommendation of 25 July 2025, we have reviewed additional information submitted in support of the above referenced advertisement consent application.

This has included Collision Data & Analysis (29 August 2025), and a Safety Risk Assessment (SRA) (5 September 2025).

We provided our comments on this additional information in an email dated Friday 17 October 2025. Further work is required on the SRA to ensure it is compliant with the Design Manual for Roads and Bridges (DMRB) GG 104 document (please see our email of 17/10 for details).

We are mindful that the applicant has not responded to our requirement for a technical approval certificate from a qualified designer to demonstrate that the proposed structure has been designed to, and will be built in accordance with, appropriate standards. Relevant templates are set out in the appendices of DMRB document CG 300: <https://www.standardsforhighways.co.uk/search/042f72af-d5e7-4b60-8229-eaeb7e36ab91>.

This additional information is required to determine the impact of the advertisement on the safety of users of the SRN, in this case the users of the A27.

We therefore **recommend that this application seeking advertisement consent is not determined for a period of three months until 22 January 2026**. This is to allow time for the applicant to submit the additional information outlined in this email and in our emails of 25 July and 17 October 2025.

Should you or any others have any queries regarding our response, please contact us via planningse@nationalhighways.co.uk.

Kind regards,

Nigel De Wit MRTPI, Spatial Planner
South East Region, Operations Directorate
National Highways