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Fwd: # 27760, NH/26/16861 - AWDM/0713/26 – Petrol Filling Station - RC - NH response 28/09/26

1 message

Planning - <planning@adur-worthing.gov.uk> 28 September 2026 at 16:46
To: Support Planning <support.planning@adur-worthing.gov.uk>

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From: **Nigel De Wit** <Nigel.DeWit@nationalhighways.co.uk>
Date: Mon, 28 Sept 2026 at 16:33
Subject: # 27760, NH/26/16861 - AWDM/0713/26 – Petrol Filling Station - RC - NH response 28/09/26
To: Planning - <planning@adur-worthing.gov.uk>, Jo Morin <jo.morin@adur-worthing.gov.uk>
Cc: Planning SE <planningse@nationalhighways.co.uk>, Elizabeth Cleaver <Elizabeth.Cleaver@nationalhighways.co.uk>

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For Attention of: Jo Morin, Adur & Worthing Councils

Your Reference: AWDM/0713/26 – Petrol Filling Station, Arundel Road, Salvington, Worthing

Proposal: Advertisement Consent for the erection of 2 x freestanding, internally illuminated, one-sided, digital advertisement displays

Our Reference: # 27760, NH/26/16861

Dear Jo,

Thank you for your email of 17 September 2026 consulting National Highways on additional information submitted in support of the above referenced advertisement consent application.

We are concerned about the safety, reliability, and operational efficiency of the Strategic Road Network (SRN), in this case the A27 in the vicinity of the site.

The additional information comprises amended proposed site plans. Theses amended site plans were uploaded to the planning application webpage on 16 September 2026.

We have reviewed the additional information in the context of our initial response dated 20 July 2026.

We have noted that the amended proposed site plans locate the two freestanding advertisement displays 2.4m back from the boundary of the SRN. This means that in the event of the 2.4m structures falling over, they would not fall on to the highway and present a safety hazard for road users.

We understand that data from crashmap.co.uk highlights that there have been two accidents on the approach to the site in the past 5 years, both of which were classified as 'slight' and not attributed to existing signage at the site.

Given that the digital displays would be illuminated and would change displays at set intervals, we have recommended conditions in the interest of highway safety (see below).

Our conclusion is that the proposed advertisement displays would not have an unacceptable impact on the safety, reliability, and/or operational efficiency of the SRN provided that the following conditions are attached to any consent granted:

1. Maintenance

   Condition: The advertisement displays shall be maintained in a condition that does not endanger the public.

   Reason: In the interest of highway safety.

2. Luminance

Condition: In the hours of darkness, the advertisement displays luminance shall be no greater than 300cd/m^2.

Reason: In the interest of highway safety.

Condition: In daylight hours, the advertisement displays luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dark) and shall at all times be no greater that the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2.

Reason: In the interest of highway safety.

3. Display Control

Condition: The minimum display time for each advertisement shall be 10 seconds and the advertisement displays shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interest of highway safety.

Condition: The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The displays to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interest of highway safety.

Condition: No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of highway safety.

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

Mobile: 07751 730 517
Web: http://www.nationalhighways.gov.uk

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