West Sussex County Council - Planning Consultation Response

To: Adur & Worthing Councils
FAO: Finlay Gardner
From: WSCC - Highways Authority

Date: 17 November 2026

LPA Reference: AWDM/1146/26
Location: Land West Of 54 South Street
Worthing
West Sussex
Proposal: Advertisement consent for internally illuminated LCD screen on one side of the communications hub.
Date of Site Visit: N/A
Recommendation: Advice

This application is for the installation of internally illuminated LCD screen on one side of the communications hub.
The site is located on South Street, a C classified road subject to 20mph speed restrictions. To the east lies Warwick Street, an E-classified pedestrianised street. The proposed Internally Illuminated screen would be positioned within a pedestrianised area.

The proposed screen will be located within the publicly maintained highway. The proposed location is not anticipated to result in an obstruction to pedestrians utilising the footway given that there is sufficient space either side for pedestrians to manoeuvre around the screen.

The Design and Access Statement indicates that the illuminated screen would emit a maximum luminance level of 600cd/m2 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/m2.

Whilst the LHA would not raise any highway safety concerns to the principle of the proposed illuminated LCD screen, 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 (in line with TR6 paragraph 4) and that there are no transport grounds to resist the proposal.

If the LPA is 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).

Jodie Wilkes
West Sussex County Council – Planning Services (Highways)