Expiry Date - 18/08/2026
Extension of Time -

Development Management – Delegated Officer Report

Application Number: AWDM/0713/26 **Recommendation: – APPROVE**

Site: **Petrol Filling Station Arundel Road Salvington Worthing**

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

Date of Site Visit: 05.08.2026

Neighbours Checked: Y

Additional Neighbours Notified: Y **–** St Martyn – Amended Plan

Site and Surroundings

The application relates to a long-established petrol filling station located on the south side of Arundel Road on the edge of the town, within the built-up area boundary. The petrol filling station comprises a forecourt with pumps and canopy over, with a single-storey building containing a Londis retail shop to the rear (south) of the forecourt. There is a separate ATM unit to the east of the shop building, and a screened jet wash area to the west side. The petrol filling station has a separate entrance and egress from the westbound carriageway of the A27 trunk road (Arundel Road). The entrance also provides access to Stedman's Garage; a vehicle repair workshop and MOT station located behind (south of) the petrol filling station. On either side of the petrol filling station are residential properties. The petrol filling station is open 24 hours a day.

On the North side of Arundel Road, opposite the petrol filling station, is a landscaped highway margin with open countryside beyond. The highway margin and the fields are within the South Downs National Park.

Proposal

Advertisement consent is sought for 2no. internally illuminated, single-sided free-standing LCD digital display units measuring 2.4m high x 1.23m wide x 0.22m deep. The display screens would be 1.65m high by 0.928m wide, sited 0.41m above ground level. The display signs would each be positioned within a narrow margin adjacent to the east and west site boundaries on either side of the site access and egress. Following an amendment, the proposed signs are set back 2.4m from the back edge of the pavement onto Arundel Road. The proposed signs will display static advertisements on rotation controlled remotely from a network operation centre. The luminance of the proposed signs would be up to 5,000 cd/sqm except between dusk and dawn where brightness would be limited to 300 cd/sqm.

The proposed advertisements would replace 2no. existing single-sided internally illuminated, freestanding display units roughly in the same position.

Relevant Planning History:

08/0968/ADV - Retrospective application for the installation of two internally illuminated single-sided free-standing display units.
STATUS: 5th November 2008.

Consultations

National Highways

Initial Comment

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.

We have reviewed the application and the submitted documents.

Given the proximity of the signs to the SRN (within falling distance) we require additional information to demonstrate that the advertisement signs would not present an unacceptable safety risk to users of the highway at this location.

Collision Analysis
STATS 19 collision analysis for the most recent 5-year period is required. This is required to understand the extent to which collisions have occurred at this location.

Structural Assessment
We need to understand the category of the structure to determine the technical approval process that needs to be followed. The design of the signs needs to clearly identify the category of the structure having regard to sections 3.4-3.10 of the Design Manual for Roads and Bridges (DMRB) CG300 document. Once the designer has notified National Highways of the category of the structure, we can then advise of the technical approval process that needs to be followed.

We recommend that advertisement consent is not granted for a period of 3 months until 20 October 2026. This is to provide time for the applicant to address the points raised in this email.

This recommendation can be replaced, renewed, or reviewed during the three-month period, or at its end, dependent on progress made with regard to the outstanding matters.

Final Comment

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:

Maintenance

Condition: The advertisement displays shall be maintained in a condition that does not endanger the public.
Reason: In the interest of highway safety.

Officer Comment: This replicates one the of standard conditions in the Government’s Control of Advertisement Regulations.

Luminance

Condition: In the hours of darkness, the advertisement displays luminance shall be no greater than 300cd/m2.
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/m2.
Reason: In the interest of highway safety.

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.

SDNPA:

The application site is located outside of the National Park. However, the Council has a statutory duty to consider the Purposes of the National Park when making its determination. The two statutory purposes of the SDNP designation are:

- To conserve and enhance the natural beauty, wildlife and cultural heritage,
- To promote opportunities for the public understanding and enjoyment of the special qualities of their areas.

If there is a conflict between these two purposes, conservation takes precedence.

There is also a duty to foster the economic and social wellbeing of the local community in pursuit of these purposes.

Section 245 of the Levelling-Up and Regeneration Act 2023 (S.245 duty) amends and strengthens the Section 11A (2) duty of the National Parks and Access to the Countryside Act 1949 upon relevant authorities, which includes the National Park Authority itself, to ‘seek to further the specified purposes of Protected Landscapes’.

The SDNPA makes no comment on the principle of development. The site is approximately 11m from the boundary of the National Park, which runs along the north side of Arundel Road (A27) in this location. The proposed advertisements would be located in an area where there is pre-existing development, and as such would likely result in minor impacts on the setting of the National Park.

Section 245 of the Levelling-up and Regeneration Act 2023 strengthens the Section 11A (2) duty of the National Parks and Access to the Countryside Act 1949 and requires all relevant authorities including neighbouring Local Planning Authorities to "seek to further the specified purposes of Protected Landscapes." The Government's 'Guidance for relevant authorities on seeking to further the purposes of Protected Landscapes', published 16 December 2024, sets out that this duty is active not passive and that, as far as is reasonably practicable, 'relevant authorities should seek to avoid harm and contribute to the conservation and enhancement of the natural beauty, special qualities, and key characteristics of Protected Landscapes.' It is therefore incumbent on the Local Planning Authority, to give significant weight to the S.245 duty when determining applications.

Development within the setting of a national park should be consistent with the section 245 duty, and Paragraph 189 of the NPPF, which includes specific reference to the setting of National Parks: "*Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas and should be given great weight in National Parks and the Broads. The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas*."

It is therefore important to consider direct and indirect effects upon the National Park designated landscape and its setting as well as its special qualities. The LPA officers will therefore need to assess any impacts upon the National Park in order to address the above statutory duty.

It is recommended that consideration also be given to dark night skies, which are a special quality of the National Park. The South Downs National Park is a designated International Dark Sky Reserve and dark skies and tranquillity are both special qualities that need to be protected. Paragraph 198(c) of the NPPF outlines that development should limit the impact of light pollution on intrinsically dark landscapes and nature conservation. Whilst there is pre-existing lighting associated with the A27 and the properties in the locality, the SDNPA would encourage any new development to have a sensitive approach to lighting which conforms to the Institute of Lighting Professionals for lighting in environmental zones guidance and tries to achieve zero upwards light spill in all respects. Further information/advice on sensitive lighting can be found in the SDNPA's Dark Skies Technical Advice Note

Representations: None received.

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, SS4, DM6
National Planning Policy Framework (MHCLG 2026)
National Planning Practice Guidance

Planning Assessment:

The key considerations are the effect of the proposed display signs on the visual amenity of the area, the South Down National Park; and the effects on highway/public safety.

The above policies are a material consideration, including policy DM6 which states that express consent will only be given for advertisements which respect the character and appearance of the surrounding area, and does not create a danger or hazard to public safety; and policy SS4(f) which states that the setting of the South Downs National Park and the designated International Dark Skies Reserve must be respected and any development within the setting of the National Park should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.

The institute of Lighting Engineers' Professional Lighting Guide 05/23 provides guidance on maximum luminance levels within different Environmental Zones E0-E4 during hours of darkness. Thie site is considered to fall within Zone E3 Suburban (Medium District Brightness) where the night-time display luminance of signs should not exceed 300 candela per square metre (cd/m²) for signs having a surface area between 0 to <20 m². Maximum daytime luminance levels should not exceed 5,000 cd/m².

The site is located just within the built-up area, within a long-established petrol filling station characterised by various non illuminated and illuminated signage on the forecourt, including an internally illuminated totem sign within with narrow verge

adjoining the back edge of the pavement. The proposed freestanding digital display signs would replace the 2no existing display signs granted consent in 2008, in a similar location adjacent to the east and west site boundaries but positioned slightly further (south) into the site to address the concerns identified by National Highways.

The narrow site margins on either side of the petrol pump forecourt are characterised by various vertical structures, including lighting columns and telegraph poles as well as other paraphernalia (litter bins, storage cages) and signage (non-illuminated A-boards/banners) associated within the existing commercial uses on the site. Providing the existing redundant freestanding display signs are removed, it is considered the proposed new display signs would not appear out of keeping in this commercial setting.

Long distance views of the signs from outside of the site would be effectively contained: to the west by the tall hedge growing alongside the boundary fencing within the garden of the neighbouring dwelling ‘St Martyn’; and to east by trees and vegetation which line the private access drive serving ‘South Dene’ and ‘Norvue’. Within this context the effect on the setting of the South Downs National Park and the International Dark Skies Reserve would be limited and could be effectively controlled by a condition requiring the LED display to automatically adjust its brightness according to ambient light levels with maximum luminance levels not exceeding 300 cd/m² during night-time and 5,000 cd/m² during the daytime.

Following amendment to the proposed siting of the signs deeper into the site National Highways have raised no highway safety concerns subject to controls over luminance levels (as outlined above), and the digital display settings to minimise the potential for driver distraction.

Recommendation:

APPROVE subject to condition(s):-

Standard conditions 1-5
6. Approved plans
7. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with ILP Guidelines.
8. In daylight hours, the advertisement displays luminance shall be controlled to reflect ambient light conditions. It shall not exceed the 5,000 cd/m² recommended maximum daytime luminance levels set out in Table 10.5 of the Institute of Lighting Professionals - Professional Lighting Guide (PLG 05) 2023 'The Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).
9. The luminance levels of the advertisement displays shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the digital display is maintained at the recommended maximum daytime luminance values set out in Table 10.5 of the Institute of Lighting Professionals - Professional Lighting Guide (PLG 05) 2023 'The Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).
10. 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.

11. 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.
12. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.
13. No digital advertisement granted by this consent shall be displayed unless and until the existing freestanding, single-sided, internally illuminated display signs (Panels A and B) shown on the approved drawings FS684 05 Rev A and FS684 06 Rev A have been removed from the site.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Jo Morin Date: 29.09.2026

Authorised by: Peter Barnett Date: 30 September 2026