

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Arun District Council FAO: Aishwarya Reddy
FROM:	WSCC – Highways Authority
DATE:	17 April 2025
LOCATION:	Unit 1 Saltbox Road Bersted PO22 9FP
SUBJECT:	BE/46/25/A Erection of 4.6m high, 3.6m wide external LED screen in the north-east corner of the site.
DATE OF SITE VISIT:	n/a
RECOMMENDATION:	Advice

This application has been dealt with in accordance with the Development Control Scheme protocol for small scale proposals.

This application is for the erection of a 4.6m high, 3.6m wide external LED advertisement screen. The site is accessed from Saltbox Road, a privately maintained road. The nearest publicly maintained highway is at the Shripney Road Bypass Roundabout, an A-classified road subject to a speed limit of 40mph.

The proposed signage will be visible from the public highway – the A29 and the A259. The application form states that the sign will be illuminated to a maximum luminance level of 150cd/m² during the hours of darkness, which falls within the permitted luminance levels as set out within *The Institute of Lighting Engineers' Technical Report Number 5: Brightness of Illuminated Advertisements* (2015). The daytime luminance level will be set to no more than 300cd/m² above ambient level.

The application form states that the proposed advertisement sign will not contain moving images and any changes between advertisement images will be instantaneous. The rate of change of images will be no more frequent than every 10 seconds.

The proposed sign will not be located within the public highway and does not obstruct the visibility splays for vehicles entering or exiting the roundabout.

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 (paragraph 116), and that there are no transport grounds to resist the proposal.

If the LPA are 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: (1) to (5) - To comply with the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. 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

3. Any change in the advertisement shall be instantaneous and it should not display any moving images.

REASON: In the interests of road safety

4. The panels displaying the advertisements shall not change more than every 5 seconds

REASON: In the interests of road safety

Nicola Elliott

West Sussex County Council – Planning Services

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To: Planning.Responses <Planning.Responses@arun.gov.uk>

Subject: Response To Application Number BE/46/25/A at Unit 1 Saltbox Road Bersted PO22 9FP

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Please could the attached response be distributed to the relevant case officer.

Regards

Nicola Elliott

Please do not reply directly to this email.

Any formal reconsultation on the application should be directed to

[REDACTED] but the responding officer can be contacted directly via email if there are any questions relating to this response.

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