

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Mid Sussex District Council FAO: Catherine Cardin
FROM:	WSSC – Highways Authority
DATE:	30 April 2026
LOCATION:	Dwell Architecture And Design Ltd The Old Post Office, Lewes Road, Scaynes Hill, Haywards Heath. West Sussex RH17 7PG
SUBJECT:	DM/26/0487 Installation of new fascia and illuminated lettering and logo.
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 installation of new fascia and illuminated lettering and logo. The site is located on Lewes Road, an A-classified road subject to a speed limit of 30mph.

The proposal will provide internally illuminated, back-lit lettering and logo. The application form indicates that the lettering will be illuminated to a maximum of 180cd/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 E1 environmental zone is 25cd/m².

Whilst the LHA would not raise any highway safety concerns to the principle of the proposed signage, 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, to reduce the potential of dazzling drivers. The LHA consider that this could be dealt with via condition, however the LPA may wish to resolve this matter prior to determination.

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: To comply with the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. The intensity of the illumination of the signs shall not exceed 25cd/sqm during the hours of darkness.

Reason: In the interests of road safety.

Nicola Elliott

West Sussex County Council – Planning Services