

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Mid Sussex District Council FAO: Peter Davies
FROM:	WSSC – Highways Authority
DATE:	1 September 2026
LOCATION:	The Creative Assembly Ltd, 4 York Road, Burgess Hill, West Sussex
SUBJECT:	DM/26/0988 Proposed externally illuminated adverts.
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 externally illuminated adverts. The application is retrospective with the work completed on 18/06/2026. The site is located on York Road, an unclassified road subject to a speed restriction of 30 mph.

From inspection of the plans, the proposed signs are to be positioned on private land within the application site and will not encroach into the maintained highway boundary. The Application Form states that the signage will be illuminated to a maximum of 220cd/sqm, which is in accordance with the Institute of Lighting Professionals guidance. In addition, the signage will be static and as such, is not anticipated to result in a distraction to drivers, or a highway safety concern.

In summary, 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.

Liz Corcoran
West Sussex County Council – Planning Services