

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Horsham District Council FAO: Giles Holbrook
FROM:	WSSC – Highways Authority
DATE:	12 September 2025
LOCATION:	Mcdonalds Restaurants Ltd Worthing Road Horsham RH13 8LW
SUBJECT:	DC/25/1369 Installation of 3x internally illuminated Fascia signs, 3x internally illuminated booth lettering signs, 1x internally illuminated booth screen and 4x yellow soffit lights.
DATE OF SITE VISIT:	n/a
RECOMMENDATION:	More Information

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 3 x illuminated fascia signs, 3 x illuminated booth lettering signs, 1 x illuminated booth screen and 4 x yellow soffit lights.

The LHA have also been consulted on application DC/25/0542, which is currently under consideration for *removal of drive-through element to existing restaurant and petrol filling station and development of the site to provide a drive-through restaurant, petrol filling station shop, drive-through coffee pod and car wash together with the reconfiguration of car parking and circulation routes, including a revised access slip road from the A24 (northbound) and associated landscaping and ancillary works*. The current application refers to the proposed re-sited McDonald's restaurant, should DC/25/0542 be approved. The site is currently accessed from the A272 Coolham Road, subject to a speed limit of 50mph. However, subject to approval of DC/25/0542, the site is proposed to be accessed via a revised slip road off Worthing Road, an A-classified road subject to a speed limit of 50mph in this location.

It appears that all proposed signage and lighting, with the exception of the 'Golden Arch' on the west elevation, have the potential to be visible from the A24. As such, the Local Highways Authority (LHA) refers to guidance set out within The Institute of Lighting Engineers' Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements including Digital Displays" (2023). This sets out maximum luminance levels during the hours of darkness based on signage size and the environmental zone location.

The application form states that all proposed signage will be illuminated to 500cd/m². The site is considered to be located within Zone E2 which sets out a maximum luminance level of 200 cd/m² during the hours of darkness to avoid distracting or dazzling drivers.

The applicant is requested to revise the proposed luminance level for the signage to accord with the maximum permitted levels stated above. Please request this information from the applicant and re-consult.

Nicola Elliott
West Sussex County Council – Planning Services