WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Adur & Worthing Councils FAO: Peter Barnett
FROM:	Highways, WSCC
DATE:	10/07/2024
LOCATION:	Land Opposite 269 to 287 Old Shoreham Road, Southwick
SUBJECT:	AWDM/0713/24 3no. externally illuminated totem street signs; 1 no. non-illuminated totem street sign; 4no. non-illuminated way finding signs; 6no. internally illuminated car brand signs and 1no. fascia sign with halo lighting (AMENDED PLANS AND DESCRIPTION)
DATE OF SITE VISIT:	N/A
RECOMMENDATION:	Advice
S106 CONTRIBUTION TOTAL:	£N/A

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

From inspection of the plans, the proposed signage is to be located within private land and will not encroach into the maintained highway boundary. The Application Form states that the signage will be illuminated to a maximum of 300cd/sqm at nighttime, which is in accordance with the Institute of Lighting Professionals guidance. In addition, the signage and its advertisements will be static and as such, is not anticipated to result in a distraction to drivers, or a highway safety concern.

In 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 115), and that there are no transport grounds to resist the proposal.

Kyran Schneider
West Sussex County Council – Planning Services