WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Adur & Worthing Councils FAO: Eve Hearsey
FROM:	WSCC – Highways Authority
DATE:	3 July 2024
LOCATION:	Advertisement Bus Shelter Adjacent Coronation Green, High Street, Shoreham-by-sea
SUBJECT:	AWDM/0526/24 Installation of replacement Double-sided Internally Illuminated 6-sheet Bus Shelter advertising displays with Double-sided digital displays to portray static advertising images that change every 10 seconds.
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.

The advertisements displays for the proposed replacement bus shelter will be illuminated to a maximum of 280cd/sqm at night time, which is in accordance with the Institute of Lighting Professionals guidance. The advertisements will portray static images and will change every 10 seconds - As such, the proposed advertisement displays are not anticipated to result in a distraction to drivers, or a highway safety concern.

The Statutory Undertaker will need to submit the necessary notification to the Highway Authority independently and any traffic management will need to be agreed with the WSCC Highways prior to works taking place.

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.

If the LPA are minded to approve the application, the following conditions and informative should be applied:

Conditions

1. 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.

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 10 seconds

REASON: In the interests of road safety

Informative

The applicant is advised to contact WSCC Highways to get formal approval for the works on the public highway and to agree the required traffic management (01243 642105).

Kyran Schneider
West Sussex County Council – Planning Services