Expiry Date - 14/07/2025

Development Control – Delegated Officer Report

Application Number: AWDM/0628/25 **Recommendation – APPROVE**

Site: **Advertising Right Bus Shelter Adshel Adjacent 169 Goring Road Worthing**

Proposal: **Advertisement Consent for replacement of internally illuminated double sided bus shelter display with double sided digital advertising display.**

Date of site visit: 18/06/25

Neighbours checked: Site Notice posted

Additional neighbour notifications: N

Site and Surroundings

The bus shelter is located to the south side of the main stretch of Goring Road on a grass verge buffer with mature trees, separated from the residential dwellings to the south by a further road also known as Goring Road. The bus shelter is opposite (to the north of) the house at No.169 and the flats at Parklands Court. The area is predominantly residential in character.

The site is not within a conservation area and does not contain any listed buildings.

Proposal

Advertisement Consent is required to replace the existing double sided internally illuminated 6-sheet bus shelter advertising display with a double sided digital display. The display would be located at the western end of the bus shelter with the display facing east (into the bus shelter) and west.

The unit would measure 2213mm high x 1370mm x 222mm deep consisting of stainless steel and aluminium and the display glass area would measure 1635mm high x 924mm wide. The LED digital display would portray static advertising images that change sequentially every 10 seconds and are controlled remotely. The unit includes an in-built sensor control system that adapts the displays luminance to ambient light levels. The displays are to be turned off between midnight and 5am.

Relevant Planning History:

There are a number of applications across the Borough seeking to replace existing internally illuminated advertising displays with digital displays that are currently pending consideration.

In 2024 several identical applications for digital displays to bus shelters were approved across the District.

Consultations:

None required

Representations:

None received

Relevant Planning Policies

Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6
National Planning Policy Framework (MHCLG 2024)
National Planning Practice Guidance

Planning Assessment

The revised NPPF states (in paragraph 141) that: *The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

A local planning authority shall exercise its powers in the interests of amenity and public safety.

Policy DM6 (Public Realm) states that *"express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety".*

The display of advertisements are acceptable in principle subject to the key considerations of the effects on visual and residential amenity and public safety.

Visual Amenity

The bus shelter is located adjacent to a busy road and is clearly visible from the road. The bus shelter is positioned on a grass verge with a backdrop of trees when viewed from the main road and viewed through the trees on Goring Road to the south of the site.

There is already an advertising display in this position to the west side of the bus shelter and advertising has been in place in this location since at least 2009 (as confirmed via Google Street View). The proposed display is of very similar proportions and appearance to the existing advertising but would replace internal illumination with a digital display.

The supporting statement submitted with the application confirms that the digital display would portray static advertising images changing every 10 seconds and states:

'Daytime
In accordance with PLG 05/23, the display(s) have an in-built sensor control system. In daytime, this control system reads ambient light levels and adjusts display luminance to the ambient light level prevailing; this means lower display luminance when ambient light levels are lower, and higher display luminance when ambient light levels are higher.

Darkness
In darkness, the display(s) operate at set very low levels not exceeding 300 cdsq.m.

Therefore, in both daytime and darkness, the displays operate in full accordance with recommendations within the latest authority document on illuminated advertisements, 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays' (2023).'

In addition the displays are to be turned off between midnight and 5am.

Replacement advertising within the parameters above would not be considered to have any significant adverse impact on the visual amenities of the locality.

Residential Amenity

The closest residential properties are No.169 Goring Road and the flats at Parklands Court located approximately 20m to the south of the proposed digital display. These properties are separated by a road, grass verge and trees.

The proposed display faces to the east and west and would not therefore face directly towards these properties or cause any direct glare. The displays would be switched off between midnight and 5am and the luminance level automatically adjusts with the ambient light level.

The proposal is not considered to detrimentally affect the residential amenities of adjacent occupiers.

Highway Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and/or whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign.

Although WSCC Highways have not been directly consulted on this proposal, the specification is identical to others permitted elsewhere in the Adur and Worthing area in 2024 to which they responded that the advertisement displays were not anticipated to result in a distraction to drivers or raise a highway safety concern.

The proposed signage is positioned adjacent to a main road within an existing bus shelter. Luminance levels accord with the latest guidance (PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays', published in 2023 by the Institute of Lighting Professionals) and would not be considered to cause a distraction to highway traffic or any hindrance to pedestrians. There are no implications arising from the proposal from a public or highway safety perspective.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Amanda Haslett Date: 10/07/25

Authorised by: Jo Morin Date: 10.07.2025