Development Control – Delegated Officer Report

Application Number: AWDM/0526/24 Recommendation – APPROVE

Site: Advertisement Bus Shelter, Adjacent Coronation Green, High Street, Shoreham-by-Sea

Proposal: 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: Assessment has been assisted using the Applicants plans; Earthlight mapping; and Google 3D of the site

Neighbours checked: Y

Additional neighbour notifications: N

Site Notice: Y – Displayed on 25.04.2024

Proposal, Site and Surroundings

The application relates to an existing bus shelter at Coronation Green, Shoreham, which lies to the south of the A259 High Street. Coronation Green, as the name implies, is a piece of greenspace, and is located within the centre of Shoreham's commercial and tourist area. The site abuts the north bank of the River Adur, and a footbridge from the High Street to the Shoreham Beach to the south, is located to the east of the Green.

The bus shelter, the subject of this advertisement application, is positioned on the raised pavement area, above the north side of Coronation Green, and close to the edge of the pavement and the highway. The bus shelter is fully open on its north elevation and has heat strengthened laminated glass on the west elevation where the advert is positioned. The other side elevation (east) has no advert, but is glazed.

The advert on the west elevation will be a Digital display and would portray static advertising images that change sequentially every 10 seconds. Between midnight and 5 a.m. the displays are turned off.

The site lies within Shoreham Conservation Area.

Representations: Objection from Star Gap, 21 High Street, Shoreham

I object mainly on the grounds of Highway and Public Safety.

Traffic going west along the High Street passes Shoreham Yacht Club, Adur Ferry Bridge, a set of traffic lights for the pedestrian crossing and Coronation Green. The proposal would then have illuminated, changing advertising sheets designed to catch and potentially distract the eye of passing traffic. The problem is that drivers are entering an extremely busy area where pedestrians are crossing the road or running to catch buses. Cars often fail to stop at the traffic lights. Illuminated panels such as these suggested so close to this busy crossing would be a further distraction to drivers and therefore dangerous, and liable to be a hazard.

Consultations:

WSCC Highways:

The advertisements displays for the proposed replacement bus shelter will be illuminated to a maximum of 280 cd/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 NPPF (para. 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:

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).

Design & Conservation Architect:

In this location in a busy high street with lots of illuminated signage, it would probably be difficult to resist.

Adur District Conservation Advisory Group: APPROVE
"Members are mindful to support this application but have raised one point which they feel should be addressed i.e. re the movement of the advertising images every 10 seconds whereby a longer interval between advertisement changes (the proposed 6 changes per minute is visually too disrupting) could such a change of say every 20 seconds with a slow image change control so as to have less impact on the street scene for the public and a visual distraction to passing motorists."

Relevant Planning History: None

Relevant Planning Policies

Adur Local Plan 2017 Policy 1, 15, 17
National Planning Policy
Shoreham-by-Sea Conservation Area Character Appraisal & Management Strategy

Planning Assessment

Principle

The key considerations are amenity impact and public safety.

Amenity

The Local Planning Authority has a statutory duty to pay special attention to the desirability of preserving and enhancing the character or appearance of the Conservation Area. The proposal would largely replace the advertisement

that exists on the side of the bus shelter, the main difference being the level of illumination and the movement of the page. It is considered that the signage would not dominate views, and in any event, the bus shelter within High Street, is modern, of little architectural merit and has a neutral impact on the Conservation Area.

The proposed advertisement would not be out of keeping and would not result in an adverse impact on the visual amenities of the area nor the character or appearance of the Conservation Area.

When travelling east along the High Street, the bus shelter just comes into view approximately from the Old Town Hall. Whilst it can be viewed when travelling west, the advertisement from this view is on the inside of the shelter, and thereby will not be readily viewed from the distance. The advertisement will be viewed at closer range of course, but it is not considered that the sign movement and illumination will be out of character with the locality.

The advertisement is existing and was previously considered to be acceptable from an amenity point of view. The level of illumination now proposed, along with the movement of the sign is not considered to have an adverse impact on the visual amenities of the area given the town centre location.

Public 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.

WSCC Highways, who are responsible for the highway safety, have been consulted and have stated within their response that the advertisement displays are not anticipated to result in a distraction to drivers, or are a highway safety concern.

Recommendation

APPROVE subject to Standard Conditions 1-6

7. Approved Plans
8. Illumination of signs
9. No moving images
10. Change of advert

Informative:

1. Approved without amendment
2. Highway works

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

Case Officer: Eve Hearsey Date: 19.09.2024

Authorised by: Peter Barnett Date: 19 September 2024