Development Control – Delegated Officer Report

Application Number: AWDM/0527/24 Recommendation – APPROVE

Site: Advertisement Bus Shelter Outside 204 Old Shoreham Road, Southwick, BN42 4TR

Proposal: Advertisement Consent for the Installation of replacement double sided internally illuminated 6-sheet Bus Shelter advertising displays with single 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

Proposal, Site and Surroundings

The bus shelter is located on the south side of Old Shoreham Road, Southwick outside a Terrace of two storey residential dwellings. (Although one of which is being used as a Dental Practice). The land where the dwellings are positioned, is lower than the pavement, and thereby there are steps leading down to the properties. The distance between the bus shelter and the dwellings behind it is approx. 12m

The proposal seeks advertisement consent for one internally illuminated digital changing advertisement image the image being on the inside of the bus shelter with the outside having a non-advertising, non-illuminated panel on the reverse side (Council or Community content) to replace the existing double sided internally illuminated 6-sheet bus shelter advertising displays.

There will be a single digital display to portray static advertising images that change every 10 seconds.

The display active area dimensions will be 1.635m high x 924mm wide.

Between midnight and 5 a.m. the displays are turned off.

Relevant Planning History: None

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 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).

Representations: None received.

Relevant Planning Policies

Adur Local Plan 2017 Policy 1, 15
National Planning Policy Framework

Planning Assessment

Principle

The principle of the replacement advertisement signage within this existing bus shelter is considered to be acceptable. However, the main considerations that require assessment are the impact of the proposal on the visual amenities of the area, neighbouring properties and highway safety.

Visual Amenity

The Council has received a number of recent advertisement consent applications within the District to replace the existing static poster displays on the inside pane of the bus shelters with internally illuminated digital poster display panels.

The display active area dimensions will be 1.635m high x 924mm wide.
and will be located on the inside panel of the existing bus shelter, which is sited next to the bus drop off and pick up lane of the Old Shoreham Road, Southwick.

The submitted Illumination Details states that the displays will have an in-built light sensor which monitors ambient light. During periods of darkness, illumination is restricted to a maximum brightness of 300 cd/sq.m., which is within the levels recommended by the Institute of Lighting Professionals For displays up to 10 sqm in area, suburban and urban areas, this is 600cd/sqm.

Further, between the hours of 2 a.m. and 5 a.m. the displays enter a power save mode whereby the backlight is turned down.

The submitted information explains that the digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade.

The application states that the proposed advertisement unit will have integrated LCD digital display(s), with remote management and monitoring system. With secure remote Content Management System, and have in-built sensor control system adapts display(s) luminance to ambient light levels. It uses 50% less power consumption compared with previous displays. It will also have 4G connectivity with roaming across multiple mobile networks. (5G will be added when available).

It would be internally illuminated by an array of LED lights similar to the existing static poster signage. However, as the advertisement would be digitally displayed via an LCD screen it would be likely to appear more visually prominent than the existing static poster advertisement as it would change frequently and incorporate periods of intermittent light and dark.

The submitted plans show that the brightness of the LED lights would respond to the ambient light levels in the area and would be controlled by a light sensor within the sign. The luminance levels would not exceed the luminance level of the existing static poster sign 300 cd/m. As the advertisement would replace an existing static illuminated advertisement within the existing bus shelter and would be situated close to a busy traffic light intersection to the east it is considered that there would be no concern with the proposed digital advertisement.

Effect on neighbours

The closest residential properties to the application are situated to the south of the bus shelter, and sit slightly lower than the pavement on which the bus shelter is positioned. However, the busy A270 road is abutting the bus shelter, and there is a busy junction to the east with traffic lights, all of which produce light and movement, and thereby it is considered that the movement of the illuminated 6 sheet bus shelter advertising panels will not result in unacceptable impact onto the existing residential amenities of the properties to the south of the bus shelter.

Highway Safety

The Highways Authority have concluded the proposal would not 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 and there are no transport grounds to resist the proposal.

Recommendation

APPROVE subject to Conditions:-

1-6 Standard conditions
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? N

Case Officer: Eve Hearsey Date: 19.09.2024

Authorised by: Peter Barnett Date: 19/9/24