Development Control – Delegated Officer Report

Application Number: AWDM/0528/24 Recommendation – APPROVE

Site: **Advertisement Bus Shelter, Adjacent to 109 Royal George Parade, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TB**

Proposal: **Application for Advertisement Consent for the 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

Proposal, Site and Surroundings

The application relates to an existing bus shelter situated on the south side of Royal George Parade, Shoreham. Royal George Parade sits parallel to Upper Shoreham Road, and is generally separated from that road by a grass verge buffer.

No. 109 is positioned directly to the west of the Co-op Convenience Store. To the front of the Co-op is a car parking strip, which is next to the public pavement, and the Bus shelter is positioned on the public pavement close to the Upper Shoreham Road, and near to the roundabout which directs traffic to Worthing to the west and Brighton to the east. Also an exit off the roundabout leads to the Holmbush Shopping Centre containing Tesco and Marks & Spencer's

The bus shelter, the subject of this advertisement application, is therefore placed in a conspicuous position next to a highway intersection. The bus shelter is fully open on its north elevation and has heat strengthened laminated glass on the west elevation where the existing advert is positioned. The other side elevations (east and south) have no adverts, but are glazed.

The advert on the west elevation will be a Digital display and would portray static advertising images that change sequentially 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.

Representations: None received

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).

Relevant Planning History: None

Relevant Planning Policies

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

Planning Assessment

Principle

The key considerations are amenity impact and public safety.

Amenity

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 is of little architectural merit and has a neutral impact on the locality.

The proposed advertisement would not be out of keeping and would not result in an adverse impact on the visual amenities of the area.

The bus shelter can be viewed from many parts of the highway network near the site, specifically the nearby roundabout, and the road approaching from the east and west. That being said it is a form of utility architecture expected to be found on bus route points along highways.

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 considered not to have an adverse impact on the visual amenities of the area given its 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? N

Case Officer: Eve Hearsey Date: 19.09.2024

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