WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Adur & Worthing Councils FAO: Hannah Barker
FROM:	WSCC - Highways Authority
DATE:	26 April 2021
LOCATION:	Next Holmbush Centre Upper Shoreham Road Shoreham-By-Sea West Sussex BN43 6TD
SUBJECT:	AWDM/0559/21 Advertisement consent for display of 2no. internally illuminated aluminium fascia signs to west elevation.
DATE OF SITE VISIT:	n/a
RECOMMENDATION:	Advice
S106 CONTRIBUTION TOTAL:	n/a

This application has been dealt with in accordance with the Development Control Scheme protocol for small scale proposals which include up to 5 residential units or extensions to single units accessed from roads that do not form part of the Strategic Road Network (SRN). As such the comments provided by Planning Services should be considered to be advice only, with respect to this planning application.

This proposal has been considered by means of a desktop study, using the information and plans submitted with this application, in conjunction with other available WSCC map information. A site visit can be arranged on request.

I refer to your consultation in respect of the above planning application and would provide the following comments.

Site Background
The proposal is for the placement of 2 x illuminated fascia signs located on the outside of a commercial building.

The application site is located on Holmbush Centre Roundabout a publicly maintained, unclassified road subject to a 30-mph speed limit.

Sign Placement
The signs are to be located outside the Public Highway. The nearest sign is to be located 30+ metres from the highway and as such is not believed to hinder the operations of the highway.

Sign Illumination
The applicant proposes that both the signs will be internally illuminated to 330 cdm2, with 3.1 sqm. of sign. This conforms to WSCC regulations.

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 109), and that there are no transport grounds to resist the proposal.

Stephen Garrard
West Sussex County Council – Planning Services