WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Adur & Worthing Councils FAO:Marie O'keeffe
FROM:	WSCC - Highways Authority
DATE:	19 April 2021
LOCATION:	2 Salt Marsh Road Shoreham-by-Sea West Sussex BN43 5QL
SUBJECT:	AWDM/2088/20 Advert consent for display of 2no. externally illuminated fascia signs, 15no. window vinyls and 3no. poster cases to east and south elevation of ground floor shop.
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.

The LHA previously requested clarity on the lighting levels of the signage proposed.

The Applicant has stated in summary that all illuminated sings will be no more that 250 cd/m2. This is within the quotas set by WSCC. As such, the LHA raise no concerns over this provision.

The LHA notes that the site currently contains unadopted roads. The signs proposed are not anticipated to hinder the operations of the highway.

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