

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Arun District Council FAO: Amber Willard
FROM:	WSCC - Highways Authority
DATE:	29 November 2021
LOCATION:	230 Chichester Road Bognor Regis PO21 5BA
SUBJECT:	BE/147/21/A Installation of 1 x internally illuminated mounted tv screen.
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.

This application is for the installation of 1 x internally illuminated TV screen. The site is located on Chichester Road, a B-classified road subject to a speed limit of 30mph.

The proposed TV screen will be sited within the window display of the existing retail unit. The TV screen will be illuminated to a maximum of 270cd/sqm which does not exceed the maximum luminance levels of 300cd/sqm recommended by the Institute of Lighting Engineers. The proposed illumination will be intermittent and no further details have been provided. As per the guidance from the Institute of Lighting Engineers 'For digital signs when the content may change, then the rate of change should be limited to once every five seconds. Moving images, animation, video or full motion images should not be displayed at locations where they could present a hazard for example if they could be seen by drivers in moving traffic.'

Given that the proposed TV screen will be visible from the carriageway and therefore could be seen by drivers in moving traffic, the LHA would advise that conditions are applied ensuring that the TV screen does not contain any moving images and limiting the rate of change of images to once every 5 seconds.

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

If the LPA are minded to approve the application, the following conditions should be applied:

Conditions

- 1) A. 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.
- B. No advertisement shall be sited or displayed so as to-
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- C. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- D. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

E. Where an advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
REASONS: (1) to (5) - To comply with the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. The intensity of the illumination of the signs shall not exceed 300cd/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 5 seconds

REASON: In the interests of road safety

Nicola Fry
West Sussex County Council – Planning Services