

WEST SUSSEX COUNTY COUNCIL CONSULTATION

TO:	Arun District Council FAO: Aishwarya Reddy
FROM:	WSSC – Highways Authority
DATE:	24 February 2025
LOCATION:	Land opposite 19 London Road Bognor Regis PO21 1PQ
SUBJECT:	BR/13/25/PL Installation of 1 No new communications Kiosk with integrated defibrillator and advertising display. This application is in CIL Zone 4 (Zero Rated) as other development.
DATE OF SITE VISIT:	n/a
RECOMMENDATION:	Advice

This application has been dealt with in accordance with the Development Control Scheme protocol for small scale proposals.

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

Summary

This application is for the installation of 1no. new communications kiosk with intergrated defibrillator and advertising display. The site is located on London Road, an E-classified road which makes up part of a pedestrian precinct.

Location

The proposed kiosk will be located within land considered to be public highway, but is not anticipated to cause pedestrians to veer into a roadway, nor to obstruct service and delivery vehicles travelling along London Road.

Luminance

The advertisements within the Digital Display will be illuminated and are said to have a sensor which adjusts to ambient light levels, the associated documentation provided outlines that the light levels will adhere with recommendations laid out within PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays (2023). The advertisements will change every 10 seconds.

The Institute of Lighting Engineers' *Technical Report Number 5: Brightness of Illuminated Advertisements* (2015) should be referred to when a proposed illuminated sign will be visible from the public highway. The guidance states that the maximum daytime luminance level should not exceed 5000 cd/m². There is a table within the report which provides the recommended maximum luminance levels in **candelas per square metre (cd/m²)**, during the hours of darkness. The kiosk will be located within Bognor Regis which lies within Zone E3, which for under 10.00sqm results in a maximum allowed night time luminance of 600cd/sqm.

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 WSCC Highways prior to works taking place.

The proposed Street Hub is not anticipated to result in a distraction to drivers, or to cause a highway safety concern.

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 116), 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:

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 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 5 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 [REDACTED]

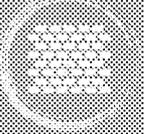
Jodie Wilkes
West Sussex County Council – Planning Services

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<https://www1.arun.gov.uk/planning-application-finder>



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Sent: 24 February 2025 14:37

To: Planning.Responses <Planning.Responses@arun.gov.uk>

Subject: Response To Application Number BR/13/25/PL at Land opposite 19 London Road Bognor Regis PO21 1PQ

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Please could the attached response be distributed to the relevant case officer.

Regards

Jodie Wilkes

Please do not reply directly to this email.

Any formal reconsultation on the application should be directed to [REDACTED] but the responding officer can be contacted directly via email if there are any questions relating to this response.

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