
Site Address: Bus Shelter A007 opposite Barncroft Way, New Road,
Havant

Proposal: Replace existing Double-sided internally illuminated 6-sheet Bus Shelter advertising displays with a Single digital Bus Shelter advertising display, reverse panel comprises a non-advertising, non-illuminated space for Council or Community content. Replacement digital display will portray static advertising images that change every 10 seconds.

Application Type: Advertisement

Application No: APP/23/00626

Expiry Date: 12/09/2023

Applicant: Mrs Williams
Clear Channel UK Ltd

Agent: Case Officer: Denise Sheath

Ward: Bedhampton

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site of this application is a bus shelter located on the south side of New Road opposite the junction of Barncroft Way. The general character of the area is residential with Havant College located directly opposite. The bus shelter is adjacent to traffic light-controlled crossing. The existing bus shelter has double sided poster display panel to the west of the shelter.

2 Planning History

No relevant planning history

3 Proposal

Replace existing Double-sided internally illuminated 6-sheet Bus Shelter advertising displays with a Single digital Bus Shelter advertising display, reverse panel comprises a non-advertising, non-illuminated space for Council or Community content. Replacement digital display will portray static advertising images that change every 10 seconds.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

Thank you for consulting the Highway Authority on the above planning application.

The Highway Authority raises no objection to the proposed development, subject to the following condition:

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres.

Reason: In the interests of highway safety/amenity.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 21

Number of site notices: 1_

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

- (i) Visual amenity

7.2 The proposed development would involve the replacement of existing double-sided advertising display unit containing integrated internally illuminated 6-sheet displays with a single sided digital advertising display. The reverse panel will comprise of a non-advertising, non-illuminated space for Council or Community content. The replacement digital display will portray static advertising images that change every 10 seconds.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The Highways Authority was consulted on this application and raised no objection. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

(iii) Effect on residential amenity

7.5 There are residential flats in the locality. However it is considered that the proposed digital screen would be mainly screened by the existing fencing and hedging boundary treatment along the adjacent boundary for the residential flats. Therefore, the proposed signage is not considered to have a detrimental impact on the amenities of nearby residential properties

8. Conclusion

8.1 The proposed advertisement displays are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00626 subject to the following conditions

1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Advertisement Supporting Information - Received 07 August 2023
Illumination Details - Received 07 August 2023
Location Plan - Received 07 August 2023
Block Plan - Received 07 August 2023
Proposed Advertising Unit Single Sided Digital Elevations Drawing No. PY4176/002D - Received 07 August 2023
Elevations and Plan Waferlite Double Sided FSU Drawing No. 209471-1 Rev 1 - Received 07 August 2023
Survey Photos - Received 07 August 2023

Reason: - To ensure provision of a satisfactory development.

2 The intensity of illumination shall not exceed 600 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations) 2014.

