

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Councillor Gwen Robinson

No Comment.

Councillor Mike Seal

No Comment.

Councillor Peter Wade

No Comment.

Hampshire Highways

Following the submission of additional information, Highways Development Planning can confirm no objections to this proposal.

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: 12

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

(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 double-sided advertising display unit containing a classic 6-sheet display. The bus shelter would be located further south on Hambledon Road. There are no details of the specific advertisements proposed, which would change no more frequently than 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).

8. **Conclusion**

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00116

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

Existing and Revised Location Plan
Bus Shelter Relocation Plan - CJ008981-ECH-GEN-17024883-DR-HE-0003
P_01
Proposed Elevations - 8136_7

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 280 candelas per m2.
Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.