
Site Address: Bus Shelter adjacent to Burger King, north of Solent Road,
Park Road South, Havant
Proposal: 1No. internally illuminated static double sided advertising panels
(upgrade of existing advertising panels) forming integral part of bus shelter.
Application No: APP/19/00682 Expiry Date: 03/09/2019
Applicant: Ms Martin
Clear Channel UK Ltd
Agent: Case Officer: Ross Leal
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site of this application is a bus shelter located on the west side of Park Road South and towards the middle of the relatively wide footpath in this immediate area. It is adjacent to an existing Burger King premises and its cartilage and close to the junction with Solent Road. The general character of the area is retail/commercial and there are many illuminated and non-illuminated signs in the locality, together with a traffic light controlled junction close by to the south. The existing bus shelter has double sided poster display panel to the north side of the shelter.

2 Planning History

97/50370/007 - 1 internally illuminated double sided advertisement panel forming part of existing bus shelter, PERM,02/04/1997

3 Proposal

It is proposed to install 1 internally illuminated static double sided advertising panel (upgrade of existing advertising panel) forming integral part of bus shelter. This would be digital and with changing material displayed. Measurements would be Height: 2.26m x Width: 1.34m x Depth: 0.31m and effectively form one enclosed side end of the shelter. The display would be illuminated to no more than 284 cd/m². The applicant advises that:

The illumination of the panel to the viewers eye is similar in brightness to the existing advertising panels using florescent lighting, and well within the recommended limits. The panel can be controlled and it is recognised that at night time less light is needed for the displays to be visible and more light is needed to be emitted during the day to compete with the sunlight strength. The overall effect is to ensure the advertising can be seen crisply, however with little effect on the environment than is already in place.

The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The level of illumination during the hours of darkness will be 280cd/m². This is well below the maximum level recommended by the Institute of Lighting Engineers in their Technical Report Number 5, Brightness of Illuminated Advertisements which is 600cd/m² for this zone.

The digital panels will replace existing consented illuminated panels only. The existing panels are illuminated to 290cdls and have been in place for many years, with no related issues. The light level dispersion of the new digital panel into the environment may be perceived as less than the traditional existing panel due to the illuminated area being considerably smaller in size than the 6 sheet display.

The digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade. This is in line with the existing consented scrolling advertising units in the borough.

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

No objection.

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: 0

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received:

Comment	Officer Comment
No objection.	N/A

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 site is situated within the urban area and there are existing signs displayed at the shelter. In addition, the shelter is located very close to a Burger King premises which displays illuminated signs and there are also many other signs, illuminated and non-illuminated in the immediate locality. The proposed double sided panel is very similar to the existing one and the principal change will be the changing display. The proposed panel would not result in a proliferation of signage in the area and would not result in visual clutter, nor would it be unduly intrusive visually. The design and appearance of the sign structure would also be reasonably sympathetic to the appearance of the shelter. It is not therefore considered that there would be harm to visual amenity. The proposal is therefore considered to be consistent with the NPPF and Policies CS16 and DM21.

(ii) Highway safety

7.3 The County Highway Engineer has not objected and the sign would be located in an area that would be well lit at night. It is not therefore considered that the sign would result in distraction and danger to highway users as a result. The change in advertisement display no more frequently than every 10 seconds and the transition to the next advertisement being via a smooth fade will mean that the sign will not be intrusive visually nor distracting for this reason either. As such the advertisement is not considered to pose a risk to highway safety.

(iii) Effect on amenity

7.4 The proposed advertisement is not located in a position where it is in close proximity to other sensitive more uses such as residential and would not therefore cause harm to amenity.

8. Conclusion

8.1 The proposed signs are considered to be acceptable and in accord with Council Policies and the NPPF. The application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00682 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Drawing Number 370148_BOW - Elevations & Plan - Dated 24.01.19
Site Plan, Scale 1:500 - Received 09.07.19
Site Location Plan, Scale 1:1250 - Received 09.07.19
Supporting Information - Received 09.07.19
Reason: - To ensure provision of a satisfactory development.
- 2 The intensity of illumination shall not exceed 284 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).