

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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

Councillor Gary Hughes

No comment.

Councillor Husky Patel

No comment.

Councillor Ms C Howard - Purbrook Ward

No comment.

Environmental Health Manager, Community Group - No Objection

No objections to the proposal.

Hampshire Highways - No objection

Highways Development Planning raises no objections to the 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: 0

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received:

Comment	Officer Comment
None.	

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 application site is located outside of the defined urban area and within a non-urban area. The bus shelter is an established feature of the locality, used for advertising. The proposal seeks the replacement of an existing illuminated double-sided advertising display unit within the bus shelter. There are no details of the specific advertisements proposed, which would change no more frequently than every 10 seconds.

The existing double-sided internally illuminated 6-sheet advertising displays have an active area measuring 2 sqm each. The proposed replacement digital displays would have an active area of 1.5 sqm. each. Therefore, the proposed replacement displays would be 25% smaller in terms of active display area, compared to the existing internally illuminated displays.

Policy DM21 of the allocation plans seeks to ensure that advertisements are "... appropriate in size, scale and design to the character of buildings and their surroundings..." The proposal would be smaller than the existing displays and would be appropriate in size, scale and design on the bus shelter and the locality. The replacement of the advertisement displays would also not result in a cluttered appearance on the bus shelter or in the street scene. The proposal therefore accords with Policy DM21 of the HBLP (Allocations) 2014.

- (ii) Highway safety

7.4 The Highways Authority has been consulted over the advertisement and has raised no objection to the proposal.

The existing and proposed advertising displays are/would be internally illuminated. The proposal would not have a detrimental impact on the locality or a negative impact upon highway safety, both for vehicular and pedestrian movements, in accordance with Policy DM21 of the HBLP (Allocations) 2014.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00153 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Location Map

General Assy MK A - Drawing No. 8136 7

Insignia 3 Bay MK 1A - Photograph

Reason: - To ensure provision of a satisfactory development.

- 3 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 Publication Local Plan (Allocations).