
Site Address:	Bus stop opposite Commercial Garage, Hulbert Road, Havant, PO9 3RH		
Proposal:	Display of 1No illuminated double sided advertising panel, integral to bus shelter.		
Application No:	APP/15/00446	Expiry Date:	18/06/2015
Applicant:	Ms Martin	Team:	Team 1
	Clear Channel UK Ltd		
Agent:		Case Officer:	Daniel Gender-Sherry
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located on Hulbert Road, just south of the Asda roundabout, opposite Sparshatts of Havant car garage, on the pavement.

This end of Hulbert Road is characterised by mature trees, and a feeling of openness. There are no residential units immediately near the site.

2 Planning History

99/54753/007 – Demolition of existing car showroom, workshop and filling station, construction of new car showroom, workshop and servicing facility - Re-Submission (permitted)

3 Proposal

This application seeks permission for the placement of an internally illuminated advertisement end panel within a relocated bus shelter, located south from the Asda roundabout, 75 metres south towards Sparshatts of Havant car garage.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - 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: 10

Number of site notices: Not applicable.

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) Principle of development
- (ii) Design and Appearance
- (iii) Considerations of amenity and public safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Design and Appearance

There are no specific details of the advertisement proposed, other than the size of the panel being 1160mm by 1760mm. Consideration is given to that fact that this is a simple relocation of an existing bus shelter with identical advertisement panel. It is considered that the design and appearance are appropriate for the area in both size and scale.

(iii) Considerations of amenity and public safety

No objection has been raised by the Highways engineer. In light of this being a relocation, it is considered that there are no public safety concerns.

8 **Conclusion**

This application is considered acceptable by virtue of there being no objections raised by any party, and it being a relocation of an existing shelter with advertisement panel.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00446 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Insignia Range Mark 1
Promap, New position

Reason: - To ensure provision of a satisfactory development.