DELEGATED FILE NOTE

CASE OFFICER: …Richard Tiffin……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/01276/AD	Display of double sided digital advertising panel on bus shelter.	Advertising Right Bus Shelter Outside Barclays Bank Plc Station Place Letchworth Garden City Hertfordshire

Submitted Plan Nos
Location plan Site plan 204173C 204175B

1.0 Policies

SECT7 Requiring Good Design

2.0 Site History

None

3.0 Representations

3.1 Herts Highways – No objection

4.0 Planning Considerations

4.1 Site and Surroundings

4.1.1 This shelter is in the town centre area of Letchworth opposite the Station and adjacent to Barclays Bank.

4.2 Proposal

4.2.1 Double sided digital (LCD) panel standing 2.78m above ground and .308 deep. Carrying an LCD display 1.6m by .92m which would be part of the existing modern bus shelter which already displays advertising.

4.3 Key Issues

4.3.1 Key issues centre on impact on visual amenities / street scene and highways safety. P aragraph 67 of the NPPF reads advises as follows:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

4.3.2 The Highway Authority has raised no objection. This is a town centre area where other commercial advertising proliferates (including on the subject bus shelter). Acknowledging that it is in the conservation area, I am not of the view that such discrete advertising would be in any material sense injurious to the character of the area or the street scene.

4.4 Conclusion

4.4.1 That, taking into account safety and cumulative impacts, consent be granted.

5.0 Recommendation

5.1 That consent be GRANTED subject to the following conditions:

1. (a) 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.

(b) No advertisement shall be sited or displayed so as to-

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations .

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 9 July 2018	