

Application Number: 22/11439 Advertisement Consent

Site: 93 TOTTON BY-PASS, OPPOSITE RECREATION GROUND,
TOTTON SO40 9BJ

Development: Replace existing double-sided internally illuminated 6-sheet bus shelter advertising displays with double-sided digital displays, replacement digital displays will portray static advertising images that change every 10 seconds

Applicant: Clear Channel

Agent:

Target Date: 02/03/2023

Case Officer: Jessica Cooke

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Visual Amenity
- 2) Highway Safety

This application is to be considered by Committee due to a Parish contrary view and a Councillor objection.

2 SITE DESCRIPTION

The application site comprises an existing bus shelter located adjacent to the Totton by-pass, a Classified A road.

It is located within the built-up area of Totton.

3 PROPOSED DEVELOPMENT

The proposal seeks to replace existing double-sided internally illuminated 6-sheet bus shelter advertising displays with double-sided digital displays that will portray static advertising images that change every 10 seconds.

4 PLANNING HISTORY

No relevant planning history

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

Relevant Advice

Chap 12: Achieving well designed places

Relevant Constraints

NFSFRA Fluvial
Flood Zone

Plan Policy Designations

Built-up Area

6 PARISH / TOWN COUNCIL COMMENTS

Totton & Eling Town Council: We recommend REFUSAL

The location of the bus stop is a busy, dangerous highway. The main concern would be the illuminated moving screen causing distraction to motorists at a well-known accident black spot.

7 COUNCILLOR COMMENTS

Councillor Caroline Rackham: Objection raised

There has been an ongoing conversation about safety in this area between the bus stop and pedestrian crossing and Rushington Roundabout. Much has been done in trying to improve the pedestrian crossing and safety generally close to the Rushington Roundabout. There are frequent near-miss incidents on the road near the bus stop, particularly in regard to the pedestrian crossing. This is a common route for children walking to and from Hounslow as well as those catching the buses and is already a difficult spot with heavy lorries not stopping in time for the crossing - hence the lights put higher up and the extra timing on the crossing.

This digital display sign would provide an additional distraction for drivers very close to unprotected pedestrians and a pedestrian crossing. In this particular instance the road is so dangerous there already that this type of sign would be adding to the problems in this particular area.

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

HCC Highways: No objection subject to conditions.

9 REPRESENTATIONS RECEIVED

None

10 PLANNING ASSESSMENT

Principle of Development

The proposed signage is located within the built-up area of Totton. The main considerations for Advertisement Consent are highway safety and the impact upon visual amenity.

Visual Amenity

The proposal is for signage at an existing bus shelter. The proposed signage would be an LCD digital display integrated into the unit of the bus shelter. The displays benefit from an in-built light sensor which monitors ambient light. During hours of darkness, the illumination is restricted to a maximum brightness of 280 cd/m². During the hours of 2am and 5am the displays enter a power saving mode where the backlight is switched off. An in-built system which controls luminance is in place which increases and decreases according to seasonally adjusted dawn and sunset times throughout the year.

The proposal is sited within the built-up area and is sited on the pavement adjacent to the Totton bypass. The context of this area is a relatively urbanised where such development can be expected. Whilst the proposal is digitally illuminated, there are no residential properties in close proximity to the proposal that would be adversely affected by the proposal and it would therefore be acceptable in terms of impacts on local amenity.

Highway Safety

The proposal is sited adjacent to the Totton by-pass, which is a classified 'A' road.

An objection was raised by the Town Council and Councillor Rackham on highway safety grounds.

Hampshire County Council Highways Authority were consulted on the application and raised no objection to the proposal on highway safety grounds, subject to conditions relating to the digital nature of the display screens. No moving or apparently moving images are to be displayed, each image or piece of content is to be displayed for a minimum of 10 seconds and the interval between each piece of content shall take place over a period no greater than one second. Additionally, no content on the display screens shall resemble traffic signs as defined in section 64 of the Road Traffic Regulation Act 1984.

As such, it is not considered that the proposed signage would represent an undue distraction for drivers or jeopardise highway safety, and a reason for refusal on highway grounds cannot be substantiated.

11 CONCLUSION

The Highway Authority have raised no objection to the proposal on highway safety grounds subject to conditions. Whilst the concerns that have been raised by the Town Council and Councillor Rackham are noted, there is considered to be no reason to disagree with the Highway Authority's assessment that the proposal would not adversely affect highway safety. The impact of the proposal on visual amenity is also considered acceptable. Therefore, the recommendation is for approval.

12 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

Standard 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.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
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.
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.
5. No advertisement 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 (including any coastal waters) or aerodrome (civil or military).

Proposed Conditions:

6. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent, or video elements).

Reason: In the interest of highway safety and in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park.
7. The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

Reason: In the interest of highway safety and in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park.
8. The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: In the interest of highway safety and in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park.

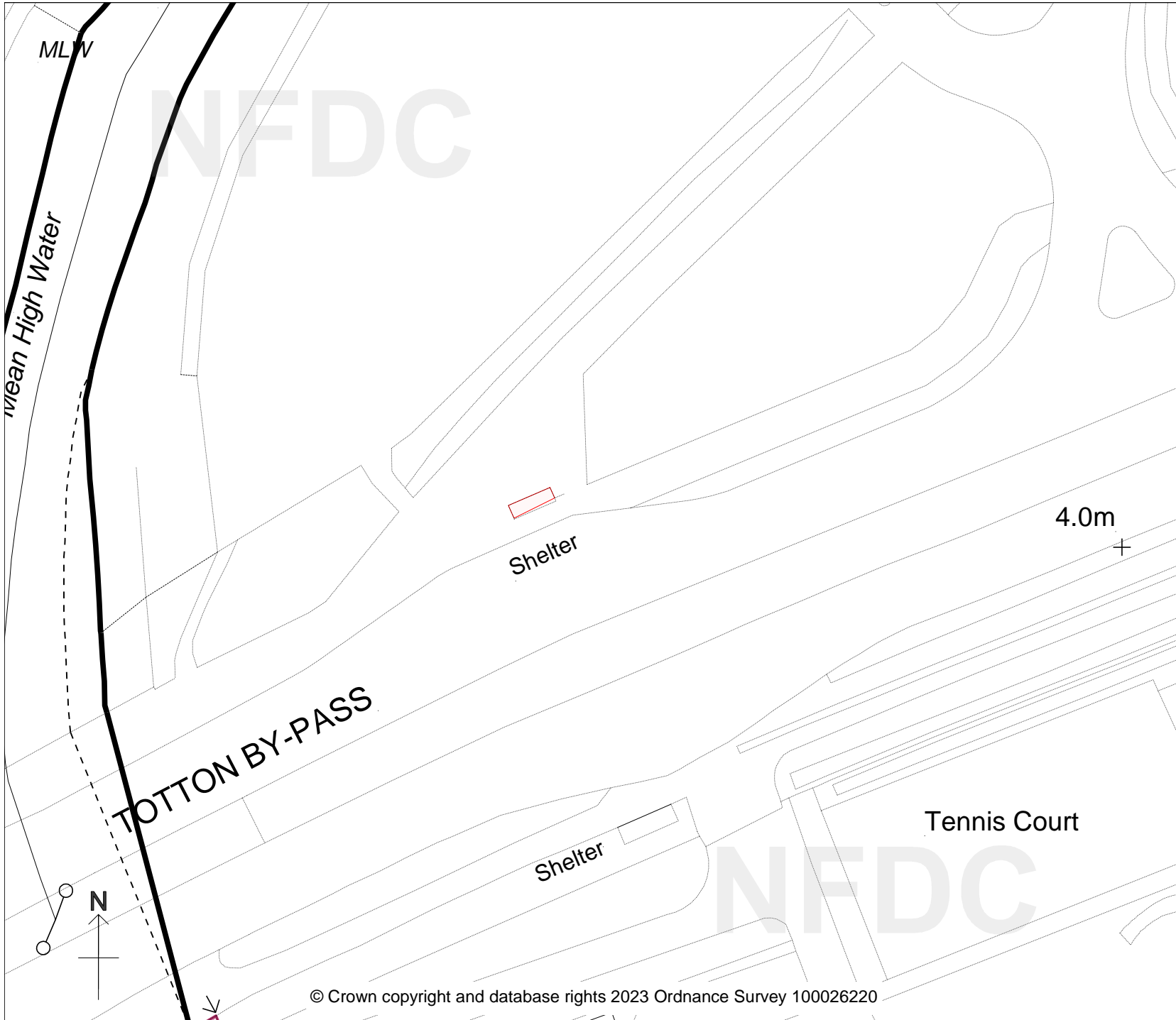
9. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason: In the interest of highway safety and in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park.

Further Information:

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New Forest

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PLANNING COMMITTEE

March 2023

93 Totton by-Pass
Opposite Recreation Ground
Totton
22/11439

Scale 1:500

N.B. If printing this plan from
the internet, it will not be to
scale.