

Recommendation: **GRANT ADVERTISEMENT CONSENT**

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

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

5 Statutory and Non Statutory Consultations

Hampshire Highways

The Highway Authority has no objection to the erection of the signage, subject to the following condition:

AMOUNT OF ILLUMINATION

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Officer comment: Level of illumination confirmed as 220 cd/m2 which will be conditioned.

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: 38

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
What is lumin output of the illuminated signage and are the illuminated signs going to be left on all night or will they be turned off at some time?	See section 7.
How far from the front of the building is signage E going to be placed?	Following the submission of amended plans, sign E has been omitted from the proposal.
The current site used by them does not have an illuminated 3m high totem signage advertising themselves and	

has never had it. I don't see a need for them to put that up now. They have been present at the current site for many years and therefore are an established business in the area with the locals knowing who they are and what services they supply and no doubt have a good on-line presence as well for advertising purposes. There is no need to put the totem signage up as it is purely for advertising. The signage on the front and side will be sufficient for clients to locate them if they are not sure of the new location.

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 signs are located on the front of the building and the northern and southern side elevations. There is one trough illuminated fascia sign on the front elevation and one on the southern elevation, together with a non-illuminated projecting sign, three non-illuminated aluminium composite panel signs and three vinyl door stickers.

7.3 The fascia and projecting signs are aluminium composite panel signs with cut vinyl graphics and white and blue text on a lilac background. The panel signs comprise blue text on a white background and white and blue text on a lilac background and the door stickers have white text on a lilac background. The site is situated between a community centre and family centre, close to Leigh Park shopping precinct and the signs are modest in nature.

7.4 It is therefore considered the signs would not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.5 The main part of the building is set back approximately 7 metres from the highway, therefore it is considered that the signage would not pose a risk to highway safety. The Highways Engineer requested the illumination of the signs shall be no greater than 600 cd/m² and no light source shall be visible from the highway, however the illuminated signs are modest in size and the level of illumination has been confirmed as 220 cd/m² which will be conditioned.

(iii) Effect on residential amenity

- 7.6 The proposed signs are modest in nature with only the fascia signs on the southern and western elevation to be illuminated. The southern elevation faces Leigh Park Community Centre, and whilst there are residential properties opposite they are in excess of 30 metres from the front elevation of the application site. Furthermore the level of illumination is considered to be moderate and any resulting impact would not be unacceptable..

8. **Conclusion**

- 8.1 The proposed signs 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/20/00687 subject to the following conditions

- 2 No part of the fascia shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 3 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 4 The intensity of illumination shall not exceed 220 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).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:
- | | |
|---------------------------|--------------------------------|
| Drg no. 18-XXX-101 | Location plan |
| Drg no. 004-070-101 Rev D | Proposed elevations plan |
| Drg no. 004-070-102 Rev D | Proposed signage specification |

Reason: - To ensure provision of a satisfactory development.