

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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

5 Statutory and Non Statutory Consultations

Councillor Julie Thain-Smith

No Comment.

Councillor Lulu Bowerman

No Comment.

Councillor R Kennett

No Comment.

Hampshire Highways - 20 December 2019

I confirm the highway authority have no objection to the positioning of the signs, nor to the level of illuminance quoted on the application form subject to the following condition -

The maximum level of illuminance shall be 200 cd/m² and the light source shall not be visible from the carriageway of North Street.

Hampshire Highways - 24 January 2020 (Re-consultation)

The addition of posters in the windows does not alter my earlier recommendation dated 20 December, 2019. Therefore I shall be pleased if you will include my recommendation in your decision.

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: 13

Number of site notices: 1_

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) Visual amenity
- (ii) Highway safety

(i) Visual amenity

- 7.2 The proposed development would involve repainting the shopfront a dark grey colour with five window posters and display of replacement advertisements comprising 2No. externally illuminated fascia signs and 1No. internally illuminated hanging sign.
- 7.3 There is already down light illumination on the existing signage of the application site with other units in the surrounding area having illuminated external/internal signs. In the interest of visual amenity, discussions with the applicant's agent took place to reduce the down light illumination just to cover the wording 'The co-operative funeralcare Emsworth' instead of covering the whole fascia. This was agreed and the plans were amended accordingly.
- 7.4 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal is in accordance with the requirements of Policy DM10 of the Havant Borough Core Strategy (2011) and Policy DM21 of the Havant Borough Local Plan (Allocations).

(ii) Highway safety

- 7.5 The proposed signs would not impact highway safety. The Highway Authority were consulted in respect of this application and raised no objection to the proposal subject to a condition. This condition has been recommended. The proposal would therefore comply with Policy DM21 of the Havant Local Plan (Allocations).

8. Conclusion

- 8.1 The proposed signs is considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/01217

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

Location Plan - SC-677-V1-GF-DR-K-0004 REV 1st
Proposed Signage - 004-027-101 REV B
GA Plan - SC-677-V1-GF-DR-K-0001 REV 1st

Reason: - To ensure provision of a satisfactory development.

- 2 The maximum level of illuminance shall be 200 cd/m² and the light source shall not be visible from the carriageway of North Street.

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).

- 3 No part of the fascia signs 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 Local Plan (Allocations) 2014 and the National Planning Policy Framework.