

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson

No Comment.

Councillor Mike Sceal

No Comment.

Councillor Peter Wade

No Comment.

Hampshire Highways

Highways Development Planning raises no objections to this proposal subject to the following condition:

1) 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 interest of highway safety/amenity.

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: 7

Number of site notices: 3

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 the display of 4 No. digital illuminated freestanding signs and 1No. digital illuminated booth screen attached to the building. They would be placed along the existing drive thru to display menu choices to the incoming vehicles.
- 7.3 With regards to visual amenity, the proposed signs would be located within an area which is already well illuminated therefore it would not detract from the character of the area. It is not considered to have an adverse impact to the occupiers along Hambledon Road being offset from the B2150 Hambledon Road which generates lots of light pollution.
- 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 covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.5 In the interests of highway safety, discussions took place with the applicant's agent to reduce the illumination level on the booth screen from 1600cd/m² to 600cd/m². This was agreed and the plans were amended accordingly. 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/sign are/is 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/20/00022

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

Existing Site Location Plan - 01

Proposed Site Advert Plan - 301 B

Amended Proposed Mcdigit Signage Brochure - Issue 01 16.10.18

Reason: - To ensure provision of a satisfactory development.

- 2 The illumination of the consented signs 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 the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.

- 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.