

Recommendation: **GRANT ADVERTISEMENT CONSENT**

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

Councillor D Guest - St Faith's

No Comment.

Councillor J Branson - St Faiths

No Comment.

Councillor T Pike - St Faith's

No Comment.

Conservation Officer

The site is located in West Street in Havant Town Centre and just outside the St Faiths Conservation Area. It comprises 2no. ground floor retail units in use as an opticians (Specsavers).

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.

The proposed signage is similar to the existing and such, would not adversely affect the adjacent conservation area by means of visual amenity.

Conclusion - No objection

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: 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 Council Conservation Officer was consulted on the application and raised no objection stating the proposed alterations to the application site would have similar signage to the existing and as such would not adversely affect the adjacent conservation area by means of visual amenity.
- 7.3 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

- 7.4 The site is located within the pedestrianised area of West Street and as such is unlikely to result in a distraction to or have an impact on highway users. Notwithstanding this the replacement signage would be similar to that of the existing signage and would not see a noticeable increase to illumination levels. The proposal would therefore not have a greater impact than existing. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

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/20/00177

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location Plan
Block Plan
Planning Statement
Signage Details Complete Rev A
Proposed Elevations with Signage - 99329/2 REV A
Proposed Signage - Opticians - 99329/3 REV A
Proposed Signage - Audiologist - 99329/4 REV A
Proposed Protecting Signage - 99329/5 REV A
Reason: - To ensure provision of a satisfactory development.
- 2 The intensity of illumination shall not exceed 400 candelas per m2.
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).