

Recommendation: **GRANT ADVERTISEMENT CONSENT**

CS16 (High Quality Design)
DM10 (Pollution)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

Highways development Planning raises no objections to this proposal subject to a condition being imposed in relation to illumination levels.

Case Officer : Please see condition

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: 5

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

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 This proposal comprises the display of 1No. externally illuminated fascia sign; 1No. internally illuminated projecting hanging sign; 3No. static parking signs; 4No. window posters, 3No. vinyl door stickers and the repainting of the shopfront. The proposal would update the existing facade, which currently comprises an illuminated fascia sign, projecting sign, car parking signs and posters. The site location is within a retail

use area and there are many examples within the immediate vicinity of both illuminated and projected signage and therefore this is not out of keeping nor of detriment to the character of the area.

- 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 on the western side of London Road which is a busy A road. This is an area where there is existing surrounding illuminated signage. Hampshire Highways have been consulted on this application and have recommended a condition be applied in relation to illumination levels of the signage in the interests of highway safety.

(iii) Effect on residential amenity

- 7.5 This proposal is not deemed to have any impact upon residential amenity.

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/20/00200 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

004 1ST REVISION LOCATION PLAN
004-055-101 REV D PROPOSED SIGNAGE
004-055-102 REV D SIDE ELEVATION SIGNAGE

Reason: - To ensure provision of a satisfactory development.

- 3 The illumination of the consented sign(s) shall be no greater than 300 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.