

Recommendation: GRANT ADVERTISEMENT CONSENT

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

- 5.1 No consultees required for this application.

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: 6

Number of site notices: At least one site notice exists - check the number.

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 application site forms part of a larger commercial development, and is set away from residential properties. The proposed building logos are considered to be appropriate in terms of scale and design to advertise this commercial building. The proposed totem sign will be located close to the entrance of the building and is considered modest in scale and therefore not over dominant. The signs are to be non-illuminated. Therefore it is considered that the adverts will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposals cover the requirements of policy DM21 of the HBLP (Allocations).

- (ii) Highway safety

- 7.3 Due to this being a commercial development it is accepted that signs will form part of the streetscape. It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway

8. Conclusion

- 8.1 The proposed signs are 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/19/00385 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Signage details - received 26.04.19
Proposed elevations - received 26.04.19
Site plan - received 26.04.19
Location plan - received 26.04.19
Reason: - To ensure provision of a satisfactory development.