

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

No adverse comments.

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

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 The proposed signs would be located to the front of the site and eastern elevation of the building. The signs and lettering will be white and black text and will be constructed from aluminium face panels, acrylic and painted images and lettering.

7.3 As the site is an established business and the application is to replace existing signage, 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 Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

(iii) Effect on residential amenity

7.5 It is considered that the signs would not impact residential amenity as there is existing signage on the site and this application is for updating, changing the colour and design.

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/18/00689 subject to the following conditions

- 2 No part of the fenestration 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 Publication Local Plan (Allocations)
- 3 The illumination of the proposed sign shall be of a non-intermittent type.
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)
- 4 The intensity of illumination shall not exceed 200 candelas per m2.
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).
- 5 The illuminated signs hereby granted Advertisement Consent shall only be illuminated during opening hours of the business.
Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan and signage position plan
Photograph of existing elevations
Illustrative photograph of proposed elevations
Details of signage

Reason: - To ensure provision of a satisfactory development.