

Recommendation: GRANT ADVERTISEMENT CONSENT

Number of neighbour notification letters sent: 0

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 displayed on the elevations of the proposed concession pod subject of planning application APP/18/00131 which is to be located within the car park of the Asda store adjacent to the eastern elevation. The new signage is in context to the immediate vicinity and is therefore judged it would not have an adverse impact on the visual amenity of the immediate locality. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations). It is noted no objections have been received with respect to the scheme.

(ii) Highway safety

7.3 The development is situated adjacent to the car park of a large retail site and as such it is considered it would have minimal impact on highway safety.

(iii) Effect on residential amenity

7.4 The nearest residential properties are in excess of 70 metres away adjacent to a wooded area and are unlikely to be affected by the proposal.

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/18/00516 subject to the following conditions

- 2 No part of the fascia 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).
- 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 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 and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:
- | | |
|-----------------------------|--------------------------|
| Drg no. PL_01 | Location plan |
| Drg no. TIMP-STD-001 Rev C2 | Proposed elevations plan |
| Drg no. TIMP-STD-003 Rev C3 | Proposed floor plan |
| Cross section plan | |
- Reason:** - To ensure provision of a satisfactory development.