

Recommendation: **GRANT ADVERTISEMENT CONSENT**

- 3.1 Display of 1No. externally illuminated fascia sign, 1No. non-illuminated fascia sign, 2No. non illuminated post mounted hoarding signs, 2No. externally illuminated wall mounted poster cases, 1No. externally illuminated hoarding fitted to existing post, 2No. non-illuminated back-to-back poster cases fitted to existing sign, 3No. building lights (south elevation), 4No. up/down lights (south elevation).
- 3.2 Following concerns raised regarding 2No. internally illuminated wall mounted poster cases, amended plans were received 25 June 2018 changing the 2No. internally illuminated wall mounted poster case signage to externally illuminated which would have less impact on the amenity of the residential area.

4 **Policy Considerations**

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 **Statutory and Non Statutory Consultations**

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to 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: 21

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
There is nothing mentioned in these plans about the placement of astroturf and five pub tables in front of the Swan Pub which have been put there in the previous week. We feel that this is something that we as neighbours, living directly opposite, should have been consulted on, in keeping with the statement on your website that planning permission is required if you wish to "change the use of your building or land". We and several other neighbours are concerned that the placement of these tables may result in increased noise to our residences, and as there has been no consultation we are concerned about whether there are any time restrictions on the use of these tables as there are on the pub garden at the back to minimise disruption. We would appreciate more information on this issue as we are concerned neighbours. Many Thanks	This is not relevant to this application.

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 original plans showed the signage was to be internally illuminated. It was considered that this could cause unacceptable harm to neighbouring amenity in terms of visual impact. Subsequently amended plans were received showing the signage was to be externally illuminated which is considered to have less impact on the visual amenity of the residential area, and therefore be acceptable.

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 It is considered that the proposed signage would not introduce any additional features which would be expected to result in any additional harm or risk to highway safety.

(iii) Effect on residential amenity

7.5 There are residential dwellings in the locality. It is considered that the proposed adverts would have a limited and acceptable impact on the residential amenities of occupiers. It is recommended that a condition is added to any planning consent to restrict the illumination of the signs to the hours that the Public House is open.

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/18/00551 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
 - Proposed Block Plan showing siting of signage received 25.06.18
 - Proposed Signage received 25.06.18
 - Proposed Elevations showing signage received 25.06.18
 - Existing elevation showing existing signage received 25.06.18
- Reason:** - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 200 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).
- 3 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.