

of which the following publicity was undertaken:

Number of neighbour notification letters sent: 32

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
Could the signs be non illuminated similar to the application for the car wash thus reducing light pollution and aesthetically in line with the previous application regarding the said car wash.	See section 7 of Officer Report

Summary:

Comment:

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 a new canopy to be located over a new single lane drive through subject of planning application APP/18/00776, which is to be located within the car park of the ASDA superstore adjacent to the southernmost (east facing) front entrance of the store. The new signage is appropriate within the context of the existing commercial site and host building and would not be considered to represent an adverse impact on the visual amenity or character of the application site or immediate locality. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations).

7.3 The use and level of illumination, particularly in considering the low level of luminance proposed, is considered appropriate within the context of the commercial application site and location relative to the existing building and surrounding area.

(ii) Highway safety

7.4 The development is situated adjacent to the car park of a large retail store and in close proximity to the store itself; as such it is considered it would have minimal impact on highway safety. The Highway Authority have been consulted on the application and raised no objection to the proposed scheme.

(iii) Effect on residential amenity

- 7.5 The nearest residential properties are in excess of 60 metres away adjacent to a wooded area and are unlikely to be affected by the proposal. One objection has been received from a neighbouring resident raising concern regarding the use of illumination for the proposed signage. However, in considering the distance to be maintained between the signs and the nearest residential properties, the low level of luminance proposed, and the context of proposed signage as situated immediately adjacent to a large retail store with illuminated signage and a large clear glazed shopfront to the well-lit store, the proposal would not be expected to have a significant negative impact upon the amenities of surrounding development.

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/18/00777

(A)

(B) for the following reasons/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:

LP01 - LOCATION PLAN
PL01 - PROPOSED LAYOUT
H103 - CANOPY PLAN AND ELEVATIONS

Reason: - To ensure provision of a satisfactory development.
- 3 The external materials used shall be as indicated on the submitted forms and hereby approved plans, or shall match, in type, colour and texture, those of the existing building so far as practicable.
Reason: In the interests of the amenities of the area and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.
- 4 The illumination of the signs hereby permitted shall be of a non-intermittent type. The intensity of illumination shall not exceed 300 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 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.