

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Havant Borough Local Plan (Allocations) July 2014

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

5 Statutory and Non Statutory Consultations

Arboriculturalist

This is unlikely to be an Arb constraint.

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: 3

Number of site notices: Not applicable.

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) Principle of development
- (ii) Impact on the character and appearance of the area
- (iii) Impact on highway safety

(i) Principle of development

7.2 The application site is situated within an urban area and the advertisements are proposed in relation to the new drive-through KFC restaurant. The principle of the provision of advertisements in such circumstances is considered acceptable subject to the impact on amenity and highway safety considered below.

(ii) Impact on the character and appearance of the area

7.3 The site itself is relatively self contained and set at a lower level than the access road to Asda. The majority of the advertisements are internal to the site and would have limited impact beyond the site. It is considered that the main impact on amenity would be from the proposed totem pole sign and the menu sign.

7.4 The pole sign is 6.5 metres high and whilst it is tall and illuminated it would be positioned adjacent to a line of trees and would be screened from residential properties to the east by a substantial belt of trees. It is in a slightly altered position to the sign which was granted under APP/16/00876. The menu sign and banner are appropriate to the proposed restaurant use and would not be unduly prominent. The context of the site is

commercial, McDonalds, Asda Store and Petrol Filling Station all have various advertisements. Therefore it is considered the advertisements are acceptable and 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).

(iii) Impact on highway safety

- 7.5 The Development Engineer has raised no issues in relation to Highway Safety in relation to the proposed signs including the totem sign, which is a pole at pedestrian visibility level and would be viewed against a backdrop of trees.

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/17/01161 subject to the following conditions

- 1
 - (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 - (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No part of the signs 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 signs 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 250 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 development hereby permitted shall be carried out in accordance with the following approved plans:
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| Drg no. 0000/2011/B002/14-0062 rev A | Proposed vinyl graphic sign |
| Drg no. 0000/2011/B003/14-0062 rev B details | Proposed site plan and signage |
| Drg no. 0000/2011/B001/14-0062 rev B | Proposed totem signage details |
| Drg no. 0000/2017/B218 rev A | Proposed menu signage details |
| Drg no. 0000/2017/B217 rev A | Existing site and elevation plan |

Reason: - To ensure provision of a satisfactory development.