

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

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: 14

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) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

- (i) Visual amenity

7.2 The proposed signs would be located on the front elevation of the property which is situated in an established area characterised by commercial and residential units within West Town Local Centre, and therefore signage of differing styles and colours already exist. The signs will be non-illuminated and constructed from stainless steel fret cut lettering with light and mid blue powder coated polyester, an acrylic sheet with black and grey lettering and internally applied vinyl decals. The signage is in context with the size of the unit and does not over dominate the frontage, consequently it is not considered to have a harmful impact on the street scene.

7.3 The site is for a new business granted under APP/17/00248 and the application is to replace the current signage. It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality and covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.4 The Highways 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 which is in an established commercial and residential area and this application is associated with the new business granted under APP/17/00248.

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/18/00021 subject to the following conditions

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg no. 21701/101	Existing ground floor plan, location and block plan
Drg no. 21701/102	Existing elevations plan
Drg no. 21701/103	Proposed site plan
Drg no. 21701/104	Proposed floor plans
Signage details	
Planning statement dated December 2017	

Reason: - To ensure provision of a satisfactory development.