



94/52472/008 - Extension to car sales show room to south side of existin building, PERM,09/03/1995

92/52472/005 - 3m high non-illuminated Totem pole sign., REF,

93/52472/006 - Double sided non-illuminated pole sign 3m high at south west corner.(Re-advertisment)

, PERM,04/11/1993

03/52472/015 - Display of internally illuminated static signs to the south, east and west elevations, a freestanding 4.5m high internally illuminated static pylon sign to the south west of the premises and a non illuminated freestanding board sign west of the premises., PERM,30/07/2003

05/52472/016 - Display of various internally illuminated and non fascia signs on the south and east elevations and erection of a detached internally illuminated "totem" sign to the south of the premises., REF,15/12/2005

APP/12/00805 - Display of 4No. illuminated fascia signs, 1No. freestanding entrance sign and 1No. illuminated pylon., PERM,25/09/2012

### **3 Proposal**

3.1 The application proposes the display of 6No. internally illuminated aluminium fascia signs; 1No. non-illuminated aluminium fascia sign; 1No. non-illuminated freestanding directional sign; 1No. non-illuminated single sided welcome sign; 1No. internally illuminated aluminium totem sign. The proposed signs would replace the existing fascia and totem signs.

3.2 A site visit was conducted by an Officer of the Council on 20/6/2018. At the time of this visit the proposed signage was already in place and previous signage removed.

### **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 have 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: 10

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

## **7 Planning Considerations**

7.1 Having regard to the relevant considerations of the Advertisement Regulations, and 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 are intended to be displayed on a building of overtly commercial character, which as the application documentation demonstrates, has historically featured a high level of signage on its elevations and forecourt areas. The proposals are considered to represent an improvement relative to the original signs in respect of quality, congruency and overall appearance. The proposed signs, which are already in situ (as confirmed by the most recent site visit by an Officer of the Council) are not considered to appear cluttered or overbearing within the context of the host property, its commercial character or its setting.

7.3 The proposed scheme is not considered to represent a significant negative impact upon the visual amenity or character of the application site or the wider locality relative to the previous replaced signage. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The Highway Authority was consulted regarding this application and had no adverse comments to make in respect of the proposal.

(iii) Effect on residential amenity

7.5 There are residential properties within the immediate locality of the application site. It is considered that the proposed advertisements would have a limited and acceptable impact on the residential amenities of occupiers. It is recommended that a condition is added to any consent to restrict the illumination of the signs to the hours that the unit is open.

## **8. Conclusion**

8.1 The proposed signs considered to be acceptable and the application is therefore recommended for advertisement consent.

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## **9 RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/00597 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:  
121128/A Site Plan  
121128/A annotated Site Plan  
121128/A Proposed Elevations (photograph montage)  
121128/A Existing and Proposed photographs of Sign I  
121128/A Detail plan signs A-J  
**Reason:** - To ensure provision of a satisfactory development.
- 2 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 Local Plan (Allocations)
- 3 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).
- 4 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.