

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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: 4

Number of site notices: 1

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

(i) Visual amenity

7.2 The proposed signs would be located on the front elevation of the unit. The fascia sign will consist of white and grey text on a green background on an internally illuminated aluminum and acrylic panel and the projecting sign will consist of white text on a green background on an internally illuminated aluminium and acrylic panel. As the site is situated in a designated commercial centre and the application is to replace existing signage, it is not considered the proposal will 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) and Policy CS16 of the Core Strategy.

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 The precinct in which the unit is located is pedestrianised and therefore it is not considered that the signage would pose any risk to highway safety.

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/18/00399 subject to the following conditions

- 1 No part of the fascia 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)

- 2 The illumination of the proposed sign 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)
- 3 The intensity of illumination shall not exceed 610 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).
- 4 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location plan
Drg no. 92078/2 Proposed elevation plan and photograph
Drg no. 92078/3 Proposed fascia sign detail
Drg no. 92078/4 Proposed projecting sign detail
Drg no. 92078/5 Window sign detail
Photograph of existing elevation plan
Planning statement
Reason: - To ensure provision of a satisfactory development.