

GEN/16/00907 - Is planning permission required to install 2 mirrors to the driveway at the rear of the shops., UNK,

3 Proposal

- 3.1 The application proposes 2 No. externally illuminated fascia signs; 1 No. internally illuminated hanging sign; and 3 No. non-illuminated wall mounted signs to replace the existing signage to the west, south-west and south elevations of the application property.
- 3.2 The replacement of the signs would reflect a change of occupancy of the unit from the cooperative food store to a cooperative funeral care provider.

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 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: 6

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
Objection to illumination of signs. Objection to replacement of cooperative food store with cooperative funeral care.	See section 7 of 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 signage would occupy the same proportions and positions as the existing signs to be replaced. The proposed signs would be appropriate in their scale, position, design and materials within the context of the application property and the commercial nature and appearance of the wider terrace. The proposed signs would not represent a significant negative impact upon the quality or character of the street scene.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the property or 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.

(ii) Highway safety

7.4 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that advertisements will have no negative impact upon public safety. The proposed signs would be positioned such, and illuminated in such a way, that they would not obstruct the use of the highway or pedestrian routes and would not obscure any traffic signage or surveillance. As such the proposed signage would not conflict with the requirements of the relevant legislation with regards to highways safety and would be acceptable in this regard.

(iii) Effect on residential amenity

7.5 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 advises that advertisements should not impact negatively upon amenity. The signs would be positioned such that they would not have a significant negative impact upon the amenity of neighbouring residential properties. The signage would be illuminated to a level of 200 cd/m², which would be comfortably within the acceptable level recommended for a mixed use urban settlement which is well-lit by existing street lighting. The lighting is positioned such, and the property located at such a distance from surrounding residential properties, that the luminance would not be expected to impact negatively upon public amenity. As such the proposed signage would not conflict with the requirements of the relevant legislation, policy DM21 of the HBLP (Allocations) or policy CS16 of the Core Strategy.

7.6 One third party letter has been received which objects to the illumination. However, as stated above the proposed levels of illumination would not be contrary to national guidance regarding luminance and would not be considered to represent a significant negative impact relative to the illumination of the existing signs to be replaced. Concern is also raised within the comments regarding the replacement of the cooperative food store. However, the change of use of the premises is not a consideration of the current application which concerns the erection of the signage only.

8. Conclusion

- 8.1 The proposed signs/sign are/is 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/18/00093 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:
18-060-101 (Location Plan)
004-161-101 K (Fascia Layout and Positioning)
004-161-101 K (Scaled Elevations)
004-161-101 K (Signage Proposal)
004-161-102 K (Signage Proposal)
Reason: - To ensure provision of a satisfactory development.
- 3 The external materials used shall be in accordance with those specified on the submitted approved plans.
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 intensity of illumination shall not exceed 200 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 external illumination of the signs hereby permitted shall not be operated outside of the permitted business hours of the application property.
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)