

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Display of 1No. internally illuminated embossed aluminium panel;
internally illuminated individual lettering;
non-illuminated vinyl graphic;
1 x non-illuminated red and white vinyl sign;
internally illuminated individual letters applied to internal face of glazing;
1 x non-illuminated frosted grey vinyl; non-illuminated metal embossed sign;
1 x non-illuminated white vinyl sign;

1 x non-illuminated black vinyl sign.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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: 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

The signs would mainly be replacements of what is already existing, albeit with some new elements such as the drive thru archway. The signs are considered to be in context with the existing commercial character of the area in which it is located and 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**

It is considered that the replacement and new signage would not result in harm to highway safety and the proposal has not raised concerns with the highways engineer.

8 Conclusion

The proposal is considered to be acceptable and therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00772 /subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location plan
Proposed elevations - 5970/2017/G212
Reason: - To ensure provision of a satisfactory development.
- 2 No part of the signage 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 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)
- 4 The intensity of illumination shall not exceed 600 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).