

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority have no adverse comment to this planning 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: 24

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
The most northerly east facing window in Emsworth Museum is not opposite Tesco. However I have been asked to mention that the committee of Emsworth Maritime and Historical Trust have some small concerns about the potential brightness of this collection of signs.	See section 7.

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:

- (ii) Visual amenity
- (ii) Highway Safety
- (iii) Effect on residential amenity

(i) Visual Amenity

7.2 The replacement signs would be located to the front of the site with the internally illuminated projecting sign located towards the southern end of the shopfront. The signs and lettering are blue with white, red and blue text and will be constructed from aluminium, woodtex, acrylic and vinyl.

7.3 Concerns have been raised about the potential brightness of the signage, however the level of illumination is deemed to be appropriate, and a condition is recommended for the signs to be illuminated only when the store is open. As the site is an established business and the application is to replace existing signage, it is considered that the proposal would 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 Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

(vi) 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 and this application is for updating, changing the colour and design.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommended for consent.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00944 subject to the following conditions

- 1
 - (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 - (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 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)

- 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 300 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 illuminated signs hereby granted Advertisement Consent shall only be illuminated during store opening hours.
Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan
Block plan
Existing elevations plan
Proposed elevations plan

Reason: - To ensure provision of a satisfactory development.