

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment on 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: 16

Number of site notices: Not applicable.

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:

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

(i) Visual Amenity

- 7.2 The signs will be located on the front elevation of the property which is in a row of five established commercial units situated in the North Street area of Emsworth District Centre. The signs will be non-illuminated and constructed from steel and plastic with yellow and white vinyl lettering.

- 7.3 The site is for a new business (granted under APP/17/00140) and the application is to replace the current signage and also utilise the existing blank fascia. 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 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 which is in an established commercial area and this application is associated with the new business granted under APP/17/00140.

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/17/00260 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.

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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan, existing elevations and floor plan

Proposed front elevation plan

Illustrative elevation plan

Reason: - To ensure provision of a satisfactory development.