

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority have 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: 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 signs are located on the front of the shop, the surround has green edging strips with white text and on a black background and the fascia is a green perspex sheet with white lettering and bank symbols in various colours. As the site is situated in a parade of established commercial units, it is considered the signs would not have an adverse effect on the visual amenity of the immediate locality. It is deemed the scheme covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The parade in which the unit is located is set back approximately 7 metres from the highway, therefore it is considered that the signage would not pose a risk to highway safety. The Highways Engineer had no adverse comments with respect to the proposed signage.

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/17/00876 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 80 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
Block plan
Drg no. NW0066A Details of ATM and illumination
Drg no. NW0065 Details of ATM border and illumination
Drg no.E020289 Existing and proposed floor and elevation plans
Reason: - To ensure provision of a satisfactory development.