

Recommendation: **GRANT ADVERTISEMENT CONSENT**

The application seeks to replace 2No. internally illuminated fascia signs, (south and west elevations) 1No. internally illuminated projecting sign and 1No. non-illuminated branch nameplate sign. The fascia signs will be 2.55m x 0.30m, with a maximum character/symbol height of 30cm. The illuminance levels for the signs will be 150cd/m.

4 Policy Considerations

National Planning Policy Framework

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)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - No adverse comment

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: 8

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) Principle of development
- (ii) Effect on the streetscene
- (iii) Highway Safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Effect on the streetscene

The streetscene is made of a variety of different sign and colours. The proposed lettering and logo is thought to be in keeping with the existing pallet of colours and

does not propose a significant change from what is existing. The proposed illumination is unlikely to result in an overbearing or visually intrusive form of lighting. The use of colour and size of lettering is therefore not considered to result in an adverse impact to the character of the streetscene.

(iii) Highway Safety

The Development Engineer has been consulted in regards to the sign and has no concerns to raise in regards to highway and public safety therefore the proposed advertisement is considered acceptable.

8 Conclusion

- 8.1 It is considered that the advertisements result in a limited and acceptable impact and therefore complies with policies of the Local Plan (Core Strategy) and the Local Plan (Allocations) policy DM21 and can therefore be considered acceptable.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01254 subject to the following conditions

- 2 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area.
- 3 The intensity of illumination shall not exceed 150 candelas per m2.
Reason: In the interests of the amenities of the area.
- 4 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location and Block Plan - 160330189 PA LBP
Existing Elevations - 160330189 PA 01
Proposed Elevations - 160330189 PA 11

Reason: - To ensure provision of a satisfactory development.