

site, adjoining Elettra Avenue.

4 Policy Considerations

National Planning Policy Framework 2012

Havant Borough Council Borough Design Guide SPD December 2011

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Building Control, Havant Borough Council

This is not a Building Regulation issue.

County Minerals

No comments

Development Engineer - Highways

The Highway authority have no adverse comment to this application

Southern Water

No objections in regards to the proposal however it is possible that a sewer now deemed to be public could be crossing the site. The applicant is advised to discuss the proposal further with Southern Water.

Planning Officer Comment: An informative shall be included with the decision.

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: 22

Number of site notices: 3

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) Impact upon the character and appearance of the area
- (iii) Impact upon residential amenity
- (iv) Impact on highway safety

- (i) Principle of development

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

- (ii) Impact upon the character and appearance of the area

7.3 It is considered that the addition of the proposed free standing and associated signs in this location would not be detrimental to the character of this locality; which is urban in nature and features a range of commercial buildings and signage. However the size and appearance of the totem sign is considered to be large in size at the proposed 2.67m width and is considered to not relate to the other totem signs within the surrounding area. As a result the plans have been amended to reduce the width of the totem sign to 2.1m which is considered to reduce the visual impact to amenity to an acceptable level.

- (iii) Impact upon residential amenity

7.4 It is considered that the proposed signs should not cause an unacceptable degree of detriment to the amenities of the adjacent residential dwellings. The closet of the adjacent dwellings are located on the opposite side of Hambledon Road and should be sufficiently distanced from the application site due to the separation caused from the McDonalds site to east and the highway of Hambledon Road. This is considered to be sufficient in terms of both visual amenities and acceptable levels of light pollution.

- (iv) Impact on highway safety

7.5 The proposed signs are located within the Lidl site and are located an acceptable distance way from the Hambledon Way roundabout. There are no highway objections to the proposal in terms of road safety however the illumination levels shall be conditioned to be no greater then the standard accepted level of luminance for signs adjacent to highways and shall be conditioned to only be illuminated during store opening hours.

8 Conclusion

8.1 In conclusion, the application site is within the urban area and it is considered that the signage is acceptable as it will relate satisfactorily to the surrounding sites including the residential properties. As such the development is considered to accord with the requirements of policies CS16 and DM10 of the Core Strategy and the application should be granted advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00227 subject to the following conditions:-

- 1 The intensity of illumination for the proposed signs shall not exceed:
Fascia Sign: 550 candelas per m2.
Totem Sign: 580 candelas per m2.
Hoarding Sign: 300 candelas per m2
Other Sign: 580 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).
- 2 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.
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:
Site Location Plan: Drawing No JPW1054-001 Rev A
Totem Location Plan: Drawing No JPW1054-002 Rev A
Totem Elevation Plan: Drawing No JPW1054-003 Rev A
Poster and Fascia Signage: Drawing No JPW1054-005 Rev A
Store Signage Elevations: Drawing No JPW1054-004 Rev A
Reason: - To ensure provision of a satisfactory development.