

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

5 Statutory and Non Statutory Consultations

Development Engineer (Highways)

The Highway authority have no adverse comment to this signage application

Planning Policy

Comments made in relation to associated 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: 26

Number of site notices: 4

Statutory advertisement: Not applicable.

Number of representations received: None

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 on amenity
- (iii) Impact on Highway Safety

(i) Principle of development

The application site is situated within an urban area and the advertisements are proposed in relation to a proposed Drive-through KFC restaurant. This decision shall be issued at the same time as the associated planning application. The principle of the provision of advertisements in such circumstances is considered acceptable subject to the impact on amenity and highway safety considered below.

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

The site itself is relatively self contained and set at a lower level than the access road to Asda. The majority of the advertisements are internal to the site and would have limited impacts beyond the site. It is considered that the main impacts on amenity would be from the proposed Totem Sign and the KFC lettering and Logo on the building itself.

The Totem sign has been reduced in height to 6.5m (formerly 8m). Whilst it is tall and illuminated it would be positioned adjacent to a line of trees and would be screened from residential properties to the east by a substantial belt of trees. The adverts on the buildings are appropriate to the proposed restaurant use and would not be unduly prominent. The context of the site is the Commercial McDonalds, Asda Store and Petrol Filling Station all of which have various advertisements. In this context the advertisements are considered to be acceptable.

(iii) Impact on Highway Safety

The Development Engineer has raised no issues in relation to Highway Safety in relation to the proposed signs including the Totem Sign. This sign is a pole at pedestrian visibility level and would be viewed against a backdrop of trees.

8 **Conclusion**

In conclusion, the proposed advertisements are considered acceptable in principle and are considered to have an acceptable impact on amenities and highway safety.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00876 subject to the following conditions:

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

Site Location Plan Drawing Number 0000/2011/B124/14-0062 Rev B
Proposed Site Plan and External Elevations with Signage Drawing No. 0000/2011/B2121/14-0062 Rev M
Proposed Site Plan and External Elevations with Signage Drawing No. 0000/2011/14-0062 Rev J
Proposed Bucket Sign Location Street Scene Drawing No. 0000/2011/B128/14-0062 Rev B
Proposed 6.5m High KFC Bucket Polesign Drawing No. PH/Hod/01
Planning Statement August 2016
Design and Access Statement Ref: 14-0062 dated July 2016

Reason: - To ensure provision of a satisfactory development.

- 2 Notwithstanding the text detailing on drawing number 0000/2011/B121/14-0062 rev M in relation to sign 14 the totem sign shall have a maximum height above ground level of 6.5m.

Reason: For the avoidance of doubt and in the interests of amenity having due regard to policies CS16 of the Havant Borough Local Plan (Core Strategy)2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014.