

Recommendation: **GRANT ADVERTISEMENT CONSENT**

4 Policy Considerations

National Planning Policy Framework 2021

The Town and Country Planning (Control of Advertisements) Regulations 2007

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)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

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

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson

No comments received.

Councillor Mike Sceal

No comments received.

Councillor Peter Wade

No comments received.

Hampshire Highways

The luminance levels (300cd/m²) of the internally illuminated signs are within the acceptable luminance levels for an urban environmental zone (600cd/m² for up to 10m² and 300 cd/m² for over 10m²).

Having regard to the above the Highway Authority are satisfied that the proposed luminance levels will not provide a distraction to road users and thus provide no objections to the above 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: 5

Number of site notices: At least one site notice exists

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) Amenity (includes aural and visual amenity)
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Amenity

7.2 The proposed signs would replace existing signs and are not untypical of the size or number of signs within the retail park on other premises.

7.3 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 There would be no adverse impact on highway or public safety as a result of the advertisements and it is noted that the Highway Authority raise no objections.

(iii) Effect on residential amenity

7.5 Sited some distance away from the nearest residential properties, it is considered that there would be no adverse impact on residential amenity as a result of the proposed advertisements.

8. Conclusion

8.1 The proposed signs are considered to be acceptable, and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00173 subject to the following conditions:

1 This express consent is granted for a period of five years from the date of this decision.

Reason: To accord with the provision of the Town and Country (Control of Advertisements) Regulations 2007.

2 The development hereby permitted shall be carried out in accordance with the

following approved plans:

ICE603-WATERLOOVILLE-SP03 - BLOCK & SITE LOCATION PLAN

V1 (A)110 - SIGNAGE DETAIL

Reason: - To ensure provision of a satisfactory development.