



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

## **5 Statutory and Non Statutory Consultations**

### **Councillor Jo Lowe**

No Comment.

### **Councillor T Moutray**

No Comment.

### **Hampshire Highways**

I can confirm that the luminance levels are acceptable in this instance.

## **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: 13

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 proposed development would involve the display of 1 internally illuminated ACM panel with router cut push through opal acrylic letters installed with opaque vinyl face to give key line illumination; new vinyl logos applied to shopfront glass and shutter box.

7.3 The proposed alterations are considered to be of an appropriate design and not considered to have a negative impact upon residential amenity. It is deemed the proposal covers the requirements of policy CS16 of the HBCS.

7.4 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

7.5 The proposed advertisements would have a level of illumination of 15-20 candles/sq

mts. Hampshire Highways raise no objections thus deemed acceptable.

## **8. Conclusion**

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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## **9 RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00198

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

Location Plan  
Proposed Plan/Elevation A  
Proposed Plan/Elevation B  
Proposed Visual A  
Proposed Visual B  
Floor Plan - 5801/01

**Reason:** - To ensure provision of a satisfactory development.