

Recommendation: **GRANT ADVERTISEMENT CONSENT**

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson

No Comment.

Councillor Mike Sceal

No Comment.

Councillor Peter Wade

No Comment.

Hampshire Highways

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wish to make the following comments.

The applicant is proposing to install 1.1m X 0.6m internally mounted and illuminated TV screen with illuminance levels of 270 cd/m². The Highway Authority can confirm that the illuminance levels are acceptable and will not provide a distraction to road users and vehicles.

Having regard to the above, the Highway Authority can confirm that the above planning application will not have a detrimental impact on the wider highway network and therefore provide no objections.

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: 40

Number of site notices: Not applicable.

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
- (iii) Effect upon residential amenity

(i) Visual amenity

- 7.2 The proposed development would involve the installation of an internally mounted tv screen in shop window.
- 7.3 There is existing signage on the application site and other units in the surrounding area have illuminated and non-illuminated external/internal signs. Due to the retail character of the area the proposed development will not have a significant impact on visual amenity. The illuminated signage will not have a detrimental impact due to the location of the shop front which is not facing onto a highway used by vehicular traffic or a residential dwelling.
- 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 internally mounted tv screen would not impact on highway safety as the shop front does not face onto a road. Hampshire County Council Highways commented on the application raising no objection.

(iii) Effect on residential amenity

- 7.6 Due to the location of the site and the nature of the proposed development there will be no additional impact on residential amenity and therefore the development is considered to be acceptable.

8. Conclusion

- 8.1 The proposed sign is 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/21/01074 subject to the following conditions:

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

Location Plan - SC-658-V1-GF-DR-k_0004

Proposed Elevations - SC-658-V1-GF-DR-k_0007

Reason: To ensure provision of a satisfactory development.

- 2 No part of the signs shall be illuminated other than as hereby permitted.

Reason: In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 3 The luminance levels hereby permitted on the signs must not exceed the levels stated in the application (270cd/sqm).

Reason: In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.