

Recommendation: **GRANT ADVERTISEMENT CONSENT**

National Planning Policy Framework

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

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Leah Turner - Hayling East

No Comment.

Councillor M Wilson - Hayling West Ward

No Comment.

Councillor R Raines - Hayling East

No Comment.

Hampshire Highways

Thank you for the consultation for the above application. The Highway Authority would like to make the following comments.

The Highway Authority have no objections to the above application, subject to condition.

Condition:

The illuminance levels do not exceed the levels stated in the 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: 7

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
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed development would involve the display of 1No. set of built-up halo illuminated letters; 1No. externally illuminated vertical sign; 2No. amenity boards; 1No. externally illuminated sign-written logo and lettering; 1No. A board; 4No. internally illuminated lanterns; 5No. flood-lights. The replacement signs are considered not to have an undue impact on the property and the surrounding area.

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 Hampshire Highways were consulted on the application and raised no objection subject to the compliance of a condition. A condition requiring the illuminance levels to not exceed the levels stated in the application has been recommended.

(iii) Effect on residential amenity

7.5 The proposed development it is not considered to have an adverse impact on the residential amenity of the area.

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/21/00673

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

Location Plan
Proposed Signage Positioning
Signage Detail

Reason: - To ensure provision of a satisfactory development.

2 No part of the fascia 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 fascia signs must not exceed the levels stated in the application (200cd/m2).

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.