

5 Statutory and Non Statutory Consultations

5.1 No consultations required for this 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: 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

The proposed signs would be located on the elevations of the unit fronting 'The Precinct'. The signs and shopfront will be predominantly black with white text, with pictures of artwork to the shopfront located to the left of the entrance door.

As the site is situated in a designated commercial centre and the application is to replace existing signage, it is not considered the proposal will 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 Havant Borough Local Plan (Allocations).

8 Conclusion

8.1 The proposal is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00944

subject to the following conditions

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

Existing photograph - received 12.09.16

Hanging sign detail - received 15.09.16

Location plan - received 12.09.16

Existing and proposed shopfront - received 12.09.16

Reason: - To ensure provision of a satisfactory development.