

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Display of 2No. internally illuminated logo signs; 4No. externally illuminated logo signs; 1No. externally illuminated lettering sign; 2No. freestanding non-illuminated signs and 1No. internally illuminated totem sign.

The premises is going through a re branding and the signs are replacements of both the existing fascia signs and stand alone totem signs across the site.

4 Policy Considerations

National Planning Policy Framework

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

Development Engineer:
No adverse comments

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: 35

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 1 x objection received which raised the following points:

- Properties in Lexden Gardens which are opposite the building suffer from bright light pollution to the rear of the dwelling until late at night. The previous signs were less intrusive.

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) Effect on the visual amenity
- (ii) Highways safety

(i) Effect on the visual amenity .

Given that the site already features a large number of signs on the building, the majority of which are illuminated, the replacement signs would be unlikely to have any further impact.

A concern has been raised from a property in Lexden Gardens which has a rear elevation facing onto Manor Road and the application site beyond this. They are concerned that their rear elevation already suffers light pollution from the existing signage at the site and that the proposal would worsen this impact. The two sites are separated by Manor Road which contains several streetlights. The light emitting from these would contribute to any additional light onto the rear elevations of properties in Lexden Gardens. The two signs closest to these properties are those which would be positioned closest to the entrance into the car park. These are replacing existing similar signs and would not be illuminated. Therefore it is considered that the impact on Lexden Gardens from the replacement signs would be no greater than the existing signage on the site.

(ii) Highway safety _

It is considered that the proposed signage would not introduce any additional features which would be expected to result in any additional harm or risk to highway safety._ _

8 **Conclusion**

The application 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/16/00215 subject to the following conditions:

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsary Purchase Act 2004.
- 2 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 4 No part of the approved signage shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 5 The intensity of illumination shall not exceed 100 candelas per m².
Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:
Sign Details - Received - 1/3/16
Proposed site layout plan - DN: 16:13/04
Reason: - To ensure provision of a satisfactory development.