

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer:
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: 16

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) Principle of development
- (ii) Visual amenity
- (iii) Highway safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Visual Amenity

The site is located in a purpose built commercial retail park where signage is common place. The proposed signage will therefore not have an adverse impact on the visual amenities of the immediate locality.

(iii) Highway Safety

The site is located in a purpose built commercial retail park where illuminated signage is common place. The proposed illuminated signage would be located on the fascia of the building and as such, is not considered to pose a risk to highway safety.

8 Conclusion

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/16/00413 subject to the following conditions:

- 1 (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.

- 2 No part of the fascia 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 Local Plan (Allocations) 2014.
- 3 The intensity of illumination shall not exceed 300 candelas per m².
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.
- 4 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 Local Plan (Allocations) 2014.
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Plan - Ref: O1924784

Location plan & block plan - DN: Pets-at-home/Waterlooville/Proposal Rev A

Proposed elevations - DN: Pets-at-home/Waterlooville/Proposal Rev A

Signage section - DN: DN: Pets-at-home/Signage Section

Reason: - To ensure provision of a satisfactory development.