

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Internally illuminated Premier sign at top of vertical element 4790 x 1198mm.

Within site:

Three non illuminated directional signs

One entrance sign on access road internally illuminated with a height of 2500mm with sign of 1350 x 1755mm

An 11m high pole sign, internally illuminated, sited adjacent to Langstone Road has been withdrawn.

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 - Highways - no adverse comments

Environmental Health Manager, Community Group - no adverse comments

Department of Transport, Highways Agency - no response received

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: 30

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: One

Summary: Request to consider the residents of Langbrook Close as well as commercial aspirations when making the decision.

Comment: Discussed in Planning Considerations below.

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan and the Advertisement

Regulations it is considered that the main issues arising from this application are:

- (i) Impact upon Amenity
- (iii) Impact upon Public/Highway Safety

(ii) Impact upon Amenity

The signs are considered to be of suitable size, type of illumination and positioning on the building to provide the required function of notifying the position of the hotel to the public and passing traffic on the A27. The signs are considered proportionate to the size and scale of the building. Whilst there are residential properties on the east side of the Langstone Road the nearest is at a distance of approx 50m in Regents Court. They will be faced by the eastern facing sign at the upper level on the tower but this is considered acceptable for this distance. The nearest property to the south is in Langbrook Close but this is buffered by the Langbrook Farm Restaurant and the distance is approx 110m to the nearest dwelling. In view of the nature of the use it is not considered appropriate to seek to ensure the illumination is turned off at night. In order to help reduce the potential impact the size of the eastern facing sign has been reduced and the pole sign removed from the application.

(iii) Impact upon Public/Highway Safety

The Development Engineer has raised no objection to the signs. The content of the sign is simple and will provide notification without causing distraction on this important road junction.

8 Conclusion

The advertisement package, as amended, is considered acceptable for the hotel function of the premises and the location of the site.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00912 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning

(Control of Advertisements) Regulations 2007.

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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

- 4 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.

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

- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

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

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

Design and Access Statement, June 2015

Application Plan Pack Rev 3 dated 30/9/15 pages 2 to 6 inclusive

Reason: - To ensure provision of a satisfactory development.