

Recommendation: **GRANT ADVERTISEMENT CONSENT**

National Policies
NPPF 2012

Town and Country Planning (Advertisement) Regulations

Havant Borough Local Plan(Allocations) Adopted Version 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 - The proposal will have minimal impact on the highway.

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: 17

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

- 7.1 The matters to be considered for advertisements, as defined by the Advertisement Regulations, relate only to the impact on public safety and amenity.

(i) Effect on Public Safety

- 7.2 The Development Engineer has no objection. The scheme is an upgrade of the existing adverts on the site. The one that has most impact on drivers is the totem but that is standard with respect to the information provided and the size. Also there were originally two promotional banners proposed on the road frontage which would add to the amount of information to be read on the frontage of the site. However, I have sought their removal and relocation to the back of the access road on the southern side of the site and this has been agreed.

(ii) Effect on Amenity

- 7.3 The scheme is essentially a replacement scheme and upgrade in approach. On the basis that the promotional banners have been removed from the frontage there is not thought to be any detriment to amenity in this commercial/retail area.

8 Conclusion

8.1 The proposed adverts are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00660

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 No part of the advertisements shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area.
- 7 The advertisements shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenities of the area.
- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application form

Site Location Plan 7295_PL04
Proposed Site Signage 7295_PL01 B
Site Plan 7295_PL05
Planning Statement

Reason: - To ensure provision of a satisfactory development.