
Site Address:	Unit D 44-54 West Street, Havant		
Proposal:	Display of 2No. illuminated fascia signs and 1No. projecting sign.		
Application Type:	Advertisement		
Application No:	APP/23/00477	Expiry Date:	27/07/2023
Applicant:	Done Brothers (cash betting) Ltd		
Agent:	Mrs Chandler ID Planning	Case Officer:	Denise Sheath
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Unit D 44-54 West Street, Havant is one of 4No. ground floor units within a three storey within the West Street pedestrianised retail area.

2 Planning History

01/53643/004 - Demolition existing stores and erect new single storey rear extensions to 44 - 54 West Street with new external stairs to first floor. Conversion of ground floor of buildings to form three shops (Re-submission). S106 - 15/07/2002

04/53643/006 - 14 No. 1 and 2 bedroom flats resulting from alterations to existing first floor and provision of two additional floors (third floor rooms in roof) together with alterations to rear service/ parking areas. (Revised application). REF - 04/03/2005

05/53643/007 - Demolition of existing shops and flats. Construction of 4 storey mixed use building providing 1,025sq.m of retail (Class A1) and 14no. apartments (12 x 2 bedroom and 2 x 1 bedroom) with associated car parking (7 cars), cycle and bin stores. S106 - 01/02/2006

08/53643/009 - Discharge of Conditions No's. 4, 5, 7 and 13 of Planning Permission 05/53643/007. SPL - 15/10/2008

08/53643/010 - Discharge of Condition 7 of Planning Permission 05/53643/007.

09/53643/011 - Discharge of Condition No's 5, 7 and 13 of Planning Permission 05/53643/007. SPL - 18/05/2009

09/57719/021 - Renewal of Planning Permission 04/57719/015 and 04/57719/020 for street market to operate on Tuesdays and Saturdays in West Street Havant Precinct and on Tuesdays only outside St. Faiths Church plus for occasional use of specialist markets on other days. TPP - 14/12/2009

APP/10/00992 - Demolition of existing shops and flats. Construction of a three storey mixed use building providing 650sqm of retail (Class A1) and 14No. 2 bed flats with associated car parking (5No. spaces), cycle and bin stores. PERM - 25/02/2011

APP/13/01236 - Discharge of Conditions No's 2, 4, 5, 6, 7, 8, 10 and 15 of Planning

Permission APP/10/00992. PERM - 23/01/2014

APP/14/00995 - Renewal of Planning Permission 09/57719/021 for street market to operate on Tuesdays and Saturdays in West Street, Havant precinct, and on Tuesdays only outside St. Faiths Church, and for occasional use of specialist markets on other days. TPP - 21/11/2014

APP/17/01358 - Application for non-material change to planning permission APP/10/00992 relating to revisions to roof plan, fenestration and second floor rear balconies. PERM - 14/02/2018

APP/19/01260 - Variation of plans approved under extant Planning Permission APP/10/00992 (Demolition of existing shops and flats. Construction of a three storey mixed use building providing 650sqm of retail (Class A1) and 14No. flats with associated car parking (5No. spaces), cycle and bin stores), as amended by non-material amendment APP/17/01358 - variations relate to revisions to layout and external appearance of building. PERM - 24/03/2020

APP/22/00022 - Change of use at ground floor level to create 4No. A1 units and 1No. Class E (office) unit; revised car parking, servicing, cycle and bin stores to rear; and alterations to northern and southern elevations (retrospective application - revisions to scheme originally approved under APP/19/01260)., PERM,25/03/2022

APP/23/00476 - Change of use of Unit D from E use class to a betting shop (sui generis use class)., Current Application

3 Proposal

Display of 2No. illuminated fascia signs and 1No. projecting sign.

4 Policy Considerations

National Planning Policy Framework
The Town and Country Planning (Control of Advertisements) Regulations 2007

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

Conservation Officer

The site is located in close proximity to the St Faiths Conservation Area. The site is

characterised by commercial development and is within a purpose built unit. There are a number of other nearby units with similar signage and therefore, no objection is raised from a heritage perspective.

Hampshire Highways

In regard to application APP/23/00477, and the introduction of three signs to the frontage of 44-54 West Street, there is no objection to the proposals from a highways perspective.

The illuminated fascia signs are flat fronted and as such wont impede pedestrian movement, and additionally the proposed luminance is 232cd/sqm, which is well below levels permitted for such locations. It would however be requested that the condition outlined below is applied to ensure this remains the case in the future.

In terms of the projecting sign, this is of sufficient height not to have an impact on pedestrian movements, and again is acceptable.

CONDITION:

AMOUNT OF ILLUMINATION

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

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: 38

Number of site notices: 1

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
- (ii) Highway safety
- (iii) Effect upon residential amenity

- (i) Visual amenity

7.2 The Council Conservation Officer was consulted on the application and raised no objection stating the proposed alterations to the application site would have similar signage to the existing and as such would not adversely affect the adjacent conservation area by means of visual amenity.

7.3 It is considered the proposal will not 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 HBLP (Allocations).

(ii) Highway safety

- 7.4 The site is located within the pedestrianised area of West Street and as such is unlikely to result in a distraction to or have an impact on highway users. The proposed signage luminance is well below levels permitted for such locations. A condition is to be placed upon the decision notice if consent is granted to ensure that the illumination would remain at acceptable level in the future. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

(iii) Effect on residential amenity

- 7.5 The proposed signage is not considered to have a detrimental impact on the amenities of nearby residential properties. There are publicly maintained street lights close to the site which will lessen any potential and/or perceived impact from the proposed illumination level.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00477 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 The development hereby permitted shall be carried out in accordance with the following approved plans:

Planning Statement - id planning dated May 2023

Planning Statement - Appendix A - Market Research - Received 26 June 2023

Planning Statement - Appendix B - Betfred Brochure - Received 26 June 2023

Planning Statement - Appendix C - Marketing Letter - Received 26 June 2023

Location Plan; Existing and Proposed Layout - Drawing No. 1377BF-LL Rev 2
- Received 01 August 2023

Existing and Proposed Elevations - Drawing No. 1377WP-SS Rev 3 -
Received 26 June 2023

Reason: - To ensure provision of a satisfactory development.

- 3 The intensity of illumination shall not exceed 600 candelas per m2.

Reason: In the interests of the amenities of the area and highway safety having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

- 4 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for business.

Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.