
Site Address:	McDonalds Restaurant, Larchwood Avenue, Havant, PO9 3BF		
Proposal:	Display of 4No. internally illuminated free standing signs and 1No. internally illuminated digital LCD screen.		
Application No:	APP/20/00865	Expiry Date:	13/11/2020
Applicant:	McDonalds Restaurants Ltd		
Agent:	Mrs Carpenter	Case Officer:	Joseph Toole
	Planware Limited		
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located on Larchwood Avenue off the B1250. The application site is surrounded by a mix of uses including commercial and retail facilities.

2 Planning History

05/70403/000 - Change of Use from car park to motorcycle compulsory basic training school and stationing of container., PERM,15/06/2005
07/70403/001 - Renewal of temporary Planning Permission 05/70403/000 for change of use of car park to motorcycle compulsory basic training school and stationing of container., TPP,22/05/2007
APP/10/00139 - Renewal of temporary Planning Permission 07/70403/001 for change of use of car park to Motorcycle Compulsory Basic Training School and stationing of container. , PERM,17/12/2010
APP/11/01232 - Display of 1No. illuminated totem sign. (Re-submission.), PERM,02/04/2012
APP/11/01233 - Display of 1No. illuminated freestanding directional sign. (Re-submission.), REF,02/04/2012
APP/11/01234 - Display of 7No. illuminated fascia signs. (Re-submission.), PERM,02/04/2012
APP/11/01164 - Application to carry out tree works including various pruning works and selective felling of trees, subject to TPO 0908., PERM,11/10/2011
APP/12/00468 - Demolition of existing single storey pre-fabricated building and construction of new single storey extension and open-sided metal canopy to house Home Shopping hub. (Revised application.), PERM,29/06/2012
APP/14/00735 - Discharge of Condition No3 of Planning Permission APP/14/00255., PERM,16/10/2014
APP/16/00876 - Display of 4No. illuminated fascia signs; 1No. illuminated totem sign; 3No. illuminated panel signs; 11No. non-illuminated directional signs., PERM,17/02/2017
APP/16/00875 - The erection of a drive-thru restaurant (Use Class A3/A5), car parking, access, servicing, landscaping, engineering works and ancillary works (approved 17/02/2017). Request to Discharge Conditions 2, 4, 5, 6, 10, 14, 15 and 20 (10.04.2017). Request to Discharge Condition 7 (10.11.2017). Request to Discharge Condition 9 (07.12.17), PERM,17/02/2017
APP/17/01161 - Display of 1 No. internally illuminated pole sign, 1 No internally

illuminated menu sign and 1 No. vinyl non-illuminated banner sign., PERM,21/12/2017
APP/20/00459 - Display of 1No. internally illuminated static fascia sign to south, west
and east elevations of Petrol Filling station forecourt canopy including "ASDA" light
boxes and florescent strip., PERM,16/07/2020

3 Proposal

Display of 4No. internally illuminated free standing signs and 1No. internally
illuminated digital LCD screen.

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

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

Arboriculturalist, Havant Borough Council

No objection

Councillor Gary Robinson

No Comment.

Councillor Kenneth Smith

No Comment.

Councillor Mark Inkster

No Comment.

Hampshire Highways

The proposed signage will not have an impact on the highway. The Highway Authority
therefore raise no objection to this application.

**Property Management (formerly County Estates Department) Hampshire County
Council**

No Comment 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: 22

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

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) Trees

(i) Visual amenity

7.2 The proposed development would involve the display of 4 No. internally illuminated freestanding signs and 1 No. internally illuminated digital LCD screen. They would be placed along the existing drive thru to display menu choices to the incoming vehicles.

7.3 With regards to visual amenity, the proposed signs would be located within the site, which is already well illuminated, which would not be visible from the wider area. Therefore the advertisements would not detract from the character of the area, or adversely impact on the commercial units within the surrounding area.

7.4 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

7.5 In the interests of highway safety, Hampshire Highways were consulted on the application. They raised no objection, as the advertisements would not impact on highway safety.

7.6 The proposal would therefore comply with Policy DM21 of the HBLP (Allocations).

(iii) Trees

7.7 The Council's Arboriculturalist was consulted on this application and raised no objection.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00865

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

Location Plan - P19-062-1410 01A

Block Plan - P19-062 1410 02A

Proposed Plans - P19-062-1410-301 C

Reason: - To ensure provision of a satisfactory development.