
Site Address: 96 Bedhampton Road, Havant, PO9 3EZ
Proposal: Replacement signage to comprise 2No externally illuminated fascia signs, 1No hanging sign and window posters.
Application No: APP/20/00535 Expiry Date: 01/09/2020
Applicant: The Southern Co-operative Ltd
Agent: Mr Holmes Case Officer: Joseph Toole
 Spruce Town Planning Ltd
Ward: Bedhampton

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

96 Bedhampton Road is an established funeral parlour situated within a row of retail units which form the Bedhampton Local Centre. The funeral parlour is part of a two storey building with a flat front which also incorporates the 'Deep Blue' fish and chip shop. There is also a off-license to the west.

2 Planning History

APP/10/00583 - Discharge of Condition No/s 2, 5 and 9 of Planning Permission 09/71561/004., PERM,23/03/2011
APP/10/00584 - Reposition existing, proposed attached garage 900mm from house. Removal of firewalls from main roof., UNK,
10/51503/000 - Display of 1No. internally illuminated projecting sign and 1No. non-illuminated sign to the front elevation, 1No. externally illuminated fascia sign to the side elevation and 4No. downlighters to the existing fascia sign on the front elevation., PERM,16/03/2010

3 Proposal

Replacement signage to comprise 2No externally illuminated fascia signs, 1No hanging sign and window posters.

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

DM10 (Pollution)

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

Councillor Gary Robinson

No Comment.

Councillor Kenneth Smith

No Comment.

Councillor Mark Inkster

No Comment.

Hampshire Highways

The proposed signage will not impact on the Highway. The Highway Authority therefore raises no objection, subject to the following condition:

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: 9

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) Visual amenity
- (ii) Highway safety

(i) Visual amenity

7.2 The proposed development would involve repainting the shopfront a dark grey colour with three window posters, one laminated sign and display of replacement advertisements comprising 2No. externally illuminated fascia signs and 1No. hanging sign. One externally illuminated fascia sign would be to the front of the property and the other would be on the west side.

7.3 There is already down light illumination on the existing signage of the application site with other units in the surrounding area having illuminated external/internal signs, therefore it would be inkeeping with the visual amenity of the 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 Hampshire Highways were consulted on this application and raised no objection subject to the following condition: 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. A condition to this effect has been recommended.

8. Conclusion

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

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00535

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location Plan
Proposed Front Plan - 004-008 101 REV A
Proposed Side Plan - 004-008 101 REV A
Reason: - To ensure provision of a satisfactory development.
- 2 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 the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).