

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Display of 2 new set of building letters internally illuminated; 1 projecting sign; 1 internally illuminated fascia with dimmer switch; 3 replacement of 3 building letters and removal of 2 sets of building letters; replacement 3m high illuminated totem; 2 new panel signs; 7 replacement panel signs; removal of 4 panel signs; replacement and removal of vinyl signage.

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

CS11	(Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16	(High Quality Design)
CS17	(Concentration and Distribution of Development within the Urban Areas)
CS4	()
DM10	(Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1	(Presumption in Favour of Sustainable Development)
AL3	(Town, District and Local Centres)
AL2	(Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer

Discussions between the Conservation Officer and the Planning Officer were conducted during the application. Concern was raised regarding the illumination of the projecting sign and the illumination of the fascia sign within the recessed area adjacent to the front entrance. Following these comments, the plans were subsequently updated to remove the illumination from the projecting sign and to reduce the illumination of the fascia sign. The Conservation Officer has subsequently expressed support for the proposal subject to a condition restricting the illumination of the signage to opening hours only.

Hampshire Highways

The Highway Authority are concerned that the proposed level of illuminance is excessive and could be a distraction to drivers on the adjacent highway. Therefore the Highways Authority recommend an objection on the following grounds:- The proposed level of illuminance to the internally illuminated signs is sufficiently high to be a potential distraction to drivers and become a hazard to highway users.

This reason for refusal could be overcome if the level of illuminance was reduced to 600cd/m².

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: 41

Number of site notices: 1.

Statutory advertisement: 26/04/2019

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) Impact on Heritage Assets
- (iii) Highway safety
- (iv) Effect upon residential amenity

(i) Visual amenity

7.2 The proposal would see the erection of 2 new set of building letters internally illuminated; 1 projecting sign; 1 internally illuminated fascia with dimmer switch; 3 replacement of 3 building letters and removal of 2 sets of building letters; replacement 3m high illuminated totem; 2 new panel signs; 7 replacement panel signs; removal of 4 panel signs; replacement and removal of vinyl signage. The non-illuminated signage would represent a minimal change from the existing signage that would be replaced as part of this application. Following amendments received during the course of the application, the introduction of a projecting sign and illuminated signs to the North Street elevation would be considered proportionate additions to the streetscene where illuminated signage is present though limited. The proposed illumination level and the use of static lighting would be sufficient for the operational purposes of the business and subject to a condition restricting the illumination of the signage to opening hours only, the signage would not be overly prominent and not have an undue impact on the character and appearance of the area.

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) Impact on Heritage Assets

7.4 Section 72 of the Planning (Listed Buildings and Conservation Area) Act 1990 states "In the exercise, with respect to any buildings or other land in a conservation area...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the area".

- 7.7 It is one of the core principles of the NPPF that heritage assets should be conserved in a manner appropriate to their significance. Chapter 16 of the National Planning Policy Framework at paragraph 190 sets out that the local planning authority should identify and assess the particular significance of any heritage asset. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.
- 7.8 Paragraphs 193-197 sets out the framework for decision making in planning applications relating to heritage assets and this application takes account of the relevant considerations in these paragraphs.
- 7.9 Policy CS11 of the Core Strategy states that planning permission will be granted for development that:
Protects and where appropriate enhances the borough's statutory and non-statutory heritage designations by appropriately managing development in or adjacent to conservation areas, listed buildings, scheduled ancient monuments, historic parks and gardens, archaeological sites, buildings of local historic or architectural interest.
- 7.10 Policy CP16 (1a) of the Core Strategy states: *Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax. All development should demonstrate that its design identifies and responds positively to existing features of natural, historic or local character within or close to the proposed development site.*
- 7.11 Policy DM20 of the Allocations Plan states that development proposals must conserve and enhance the historic assets of Havant.

Impact on setting of the Conservation Area

- 7.12 The application building sits to the north west of the St Faith's Conservation Area. The area where the application building is situated, is defined as forming part of the historic and commercial core of Havant. No. 12 North Street is a 20th century addition to the streetscene and faces the Meridian Centre, the large-scale shopping centre dating from the 1990s. North Street is made up of predominantly 2 storey buildings though this pattern of development is broken by the Meridian centre which is largely three storeys high. No. 12 North Street responds to the scale and design of the Meridian Centre more so than to the smaller historical buildings visible along North Street; such that the impact of the proposal on the wider established historic character of the St Faith's Conservation Area is not detrimental.
- 7.13 Most of the proposed signage would be the replacement of existing signs highly similar in regard to sizes, colour scheme and locations. The new signage which would have the greatest degree of visibility would be the introduction of illuminated lettering to the North Street elevation, an illuminated fascia to the recessed area adjacent to the front entrance and a single projecting sign to the North Street elevation. The Conservation Officer was consulted as part of the application and expressed concern that the illumination of the projecting sign and the proposed level of illumination of the other signs would result in the signage being unduly prominent in an area where illuminated signage is limited. Following the submission of amended plans and an email which confirmed the lighting levels, the illumination to the projecting sign was removed, the lighting of the other proposed signs to the North Road elevation reduced to 600 cd/m² and the agent agreed to the condition recommended by the Conservation Officer that would require the illuminated signage to be restricted to

opening hours only. Following these changes, it was considered that the illumination to the shop frontage would be in-keeping with the immediate area and not appear unduly prominent within the wider Conservation Area.

- 7.14 The advertisements would be acceptable and would not harm the local context and character of the St Faiths Conservation Area. The proposal accords with Policy CS11, CS16 and DM20 of the Havant Local Plan and Chapter 16 of the National Planning Policy Framework.

(iii) Highway safety

- 7.11 It is considered that the proposed illuminated signs at the site with an illuminance level of 600cd/m² would have no adverse impact on highway safety and would be in line with the comments provided by the Local Highways Authority. The proposal would therefore comply with DM21 of the Havant Local Plan.

(iv) Effect on residential amenity

- 7.12 The immediate area is predominantly retail with the nearest residential flats adjacent to the south facing elevation of the unit. The proposed illuminated fascia would be the nearest illuminated sign to these residential flats and due to its low illumination level, static illumination, restricted hours of use and position within a recessed area, the sign would not cause undue harm to residential amenity. The other proposed illuminated signs are sufficiently separated from residential properties to offer no harm in regard to residential amenity.
- 7.13 Overall, it is considered that the proposed adverts due to their limited and static level of illumination would have no undue impact on the amenities of the occupiers of these residential units and so would comply with Policy DM10 relating to Pollution and DM21 of the Havant Local Plan.

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/19/00366 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Location Plan, Issue G, 14/06/2019, Reference WAI.813.018
Proposed Elevations A, Issue G, 14/06/2019, Reference WAI.813.018;
Proposed and Existing Car Park Signage, Issue G, 14/06/2019, Reference WAI.813.018 (page 4);
Proposed and Existing Car Park Signage, Issue G, 14/06/2019, Reference WAI.813.018 (page 5);
Proposed and Existing Car Park Signage, Issue G, 14/06/2019, Reference WAI.813.018 (page 6);
Proposed and Existing Signage Details, Issue G, 14/06/2019, Reference WAI.813.018 (Scale 1:50) (page 7);
Proposed and Existing Signage Details, Issue G, 14/06/2019, Reference WAI.813.018 (Scale 1:50) (page 8);
Proposed and Existing Signage Details, Issue G, 14/06/2019, Reference WAI.813.018 (Scale 1:50) (page 9);
Proposed and Existing Signage Details, Issue G, 14/06/2019, Reference WAI.813.018 (Scale 1:50) (page 10);

Reason: - To ensure provision of a satisfactory development.

- 3 No part of the lettering to the North Street elevation and fascia shall be illuminated other than as hereby permitted.

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

- 4 The illumination of the lettering and the fascia to the North Street elevation hereby permitted shall be of a non-intermittent type.

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

- 5 Notwithstanding the submitted plans and application form, the intensity of illumination shall not exceed 600 candelas per m² as confirmed by the email sent by the agent to the Local Planning Authority on 26.06.2019.

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

- 6 The illumination of the lettering and the fascia to the North Street elevation hereby permitted shall be restricted to the opening hours of the business only.

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