

Recommendation: GRANT ADVERTISEMENT CONSENT

99/64147/001 - Proposed cycle stand fronting West Street elevation,
 PERM,09/09/1999

99/64147/000 - 2 no. internally illuminated double sided projecting signs and internally
 illuminated fascia sign to east elevation. 1 no. internally illuminated projecting sign and
 internally illuminated fascia sign to north elevation., PERM,27/05/1999

94/56137/001 - Fire escape to rear of No. 39 West Street to serve first floor offices.,
 PERM,
 APP/10/00990 - New manually operated swing doors on east elevation. ,
 PERM,07/02/2011

APP/14/00372 - Change of use of first floor from mixed use A2 and B2 to use class

D2., WD,30/05/2014

APP/15/00338 - Replacement of 1No. ATM machine., PERM,19/05/2015

APP/17/01186 - Proposed replacement of shop fronts., PERM,19/12/2017

APP/18/00706 - Change of use from a former bank (Class A2) to a hot food takeaway (Class A5); installation of extraction/ventilation equipment and other minor external alterations., REF,22/10/2018

APP/18/01234 - Change of use from a former bank (Class A2) to a hot food takeaway (Class A5); installation of extraction/ventilation equipment and other external alterations (resubmission of application ref: APP/18/00706). , PERM,28/01/2019

3 Proposal

Display of 2No. internally illuminated Fascia Signs and 1No. internally illuminated Projecting Sign.

During the course of determining this application amended plans have been received reducing the scale of the proposed signage on the West Street frontage to align with the shopfront below.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer

No adverse comments to this application

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: 16

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
None received	

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration.

(i) Impact on Amenity

The proposed grey fascia sign would be non-illuminated and it is only the white lettering Dominos that would be internally illuminated, together with the single projecting sign on the Park Road South frontage. The amended plans also reduce the scale of the fascia sign on the West Street frontage to align with the shop display window. Given the more residential scale and nature of West Street then this reduction in scale is considered more acceptable.

Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and, not result in light pollution. Within this street lit urban, town centre location, the proposed signage and individual lettering illumination is considered appropriate. Overall it is considered that the signage would be similar to McDonalds opposite and not be overly prominent or harmful to the visual amenity of this area and compliant with policy DM21.

(ii) Impact on Public Safety

The site is located adjacent a traffic lighted junction but the proposed signage would be illuminated with static lighting only. The fascia is set back by a wide pavement and within this established town centre site it is considered that the proposed signage would not be distracting to drivers but could positively identify the site for any customers. The Highway Engineer has not objected to the proposal.

8. Conclusion

- 8.1 The proposed sign is 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/19/00135 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Site Location Plan Drawing No. C5202-LP08
Block Site Plan Drawing No. C5202-BP09 Rev B
Proposed Signage Drawing No. C5202-S07 Rev D
Reason: - To ensure provision of a satisfactory development.