
Site Address:	Natwest, 22 Mengham Road, Hayling Island, PO11 9BL		
Proposal:	Display of 1No. externally illuminated fascia sign; 1No. non illuminated flush mounted fascia sign.		
Application No:	APP/18/01320	Expiry Date:	05/04/2019
Applicant:	Mr Younis		
Agent:	Mr Watt	Case Officer:	Emma Chisnall
	Trueplan Uk Ltd.		
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site consists of the of the old Natwest Bank at 22 Mengham Road which has been vacant since 2015. The Natwest is positioned on the south side of the highway and is situated centrally amongst other commercial units which are accessed via a one way system off Elm Grove to the west. The bank has an ATM to the front and is two storey in height towards the north front of the building and then drops to single storey to the rear.
- 1.2 The proposal involves new signage for the Hobbs Pharmacy (A1 use) which shall occupy the ground floor unit. This consists of an externally illuminated fascia sign and a non illuminated fascia sign.

2 Planning History

02/55395/005 - Display of internally illuminated shop fascia sign, double sided projecting sign, ATM sign and various non illuminated information signs to front (north) elevation. Display of internally illuminated sign to rear (south) elevation., PERM,14/10/2002

00/55395/004 - Installation of satellite dish to south elevation., PERM,14/11/2000

00/55395/003 - Erection of non-illuminated free-standing Public Notice Board to northern boundary of car park, PERM,25/08/2000

97/55395/002 - Construction of disabled persons ramp at front entrance, PERM,05/06/1997

94/55395/001 - Proposed pedestrian entrance ramp., WD,15/04/1994

90/55395/000 - Extension of existing vehicular access onto Selsmor Road., PERM, APP/16/00123 - Display of 1No. fixed illuminated ATM surround., PERM,06/04/2016

APP/16/00125 - Installation of new access door and relocation of 1No. ATM with illuminated surround., PERM,06/04/2016

APP/18/01319 - First floor rear extension to building at first floor level in order to create 2No. 1 bedroom flats at first floor level, accessed from the existing staircase to the side of the building. Change of use of ground floor to become a retail/pharmacy unit (A1) with revised front entrance; Natwest ATM to remain in position. , PERM,

3 Proposal

- 3.1 Display of 1No. externally illuminated fascia sign; 1No. non illuminated flush mounted fascia sign.

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

The Highway Authority has no adverse comment 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: 27

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 It is considered that the associated signs in this location would not be detrimental to the character of this locality; which is urban in nature and features a range of commercial buildings and signage. The existing site has some signs already in place and the proposal seeks to alter the design of these and how they are illuminated. The additional signs proposed are modest in size and are considered to not result in a significant additional impact to the visual amenity 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) Highway safety

- 7.4 The proposed signs are located within the Hobbs Pharmacy at 22 Mengham Road which was the old Natwest site and are located an acceptable distance away from Mengham Road and Selshire Road. There are no highway objections to the proposal in terms of road safety however the illumination levels shall be conditioned to be no greater than the standard accepted level of luminance for signs adjacent to highways and shall be conditioned to only be illuminated during store opening hours.

(iii) Effect on residential amenity

- 7.5 It is considered that the proposed signs would not cause an unacceptable degree of detriment to the amenities of the residential dwellings in the vicinity. The dwellings are located adjacent at first floor of Mengham Road but would be sufficiently distanced from the application and the signs which are proposed to the front of the unit only. This is considered to be sufficient in terms of both visual amenities and acceptable levels of light pollution.

8. Conclusion

- 8.1 In conclusion, the application site is within the urban area and it is considered that the signage is acceptable as it will relate satisfactorily to the surrounding sites including the residential properties. As such the development is considered to accord with the requirements of policies CS16 and DM10 of the Core Strategy and the application should be granted advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/01320 subject to the following conditions :-

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Proposed Block Plan: Drawing No 38386 Revision 01
Revised Location Plan: Drawing No 38386 Revision 01
Elevation and Signage Details Plan: Drawing No 38386-7 Received 08.02.2019
Proposed Floor Plan: 38386 Rev 001 Received 14.03.2019
Proposed Front and Rear Elevation Plan: Drawing No 38386-7
Proposed Side Elevation Plan: Drawing No 38386-8
Reason: - To ensure provision of a satisfactory development.
- 2 The intensity of illumination shall not exceed 300 candelas per m2.
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).

- 3 The illuminated signs hereby granted Advertisement Consent shall only be illuminated during store opening hours.

Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF