
Site Address: 20 Mengham Road, Hayling Island, PO11 9BL
Proposal: Replacement advertisements comprising 1 No externally illuminated fascia sign and 1 No non illuminated hanging sign.
Application No: APP/19/00011 Expiry Date: 28/02/2019
Applicant: The Southern Co-operative Ltd
Agent: Mr Holmes Case Officer: Bee Crawford
Chapman Lily Planning Ltd
Ward: Hayling East

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a two storey end of terrace purpose built commercial unit with residential accommodation above, located in the Mengham/Gable Head district centre. It has a flat roof and elevations of red multibrick white painted render and a glazed shop front. There is pedestrian access from the front and a service road to the side (east) provides vehicular access to the rear.
- 1.2 The area is part of Mengham/Gable Head district centre with two storey buildings of various age, style and design with a mixture of uses including retail, office, a bank, cafe/restaurant and residential.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 The proposal is for replacement signage comprising 1 No externally illuminated fascia sign and 1 No non illuminated hanging sign. The shopfront is to be repainted grey, although this does not require the benefit of planning permission.

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

Development Engineer - Highways

No adverse comment.

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: 12

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
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed replacement signs would be located on the front elevation of the unit. The fascia sign will consist of white and dark grey text on a dark lilac background of aluminium composite with a 100mm deep trough illumination, and the double sided non-illuminated projecting sign will consist of white and dark grey text on a dark lilac background of aluminium composite.

7.3 As the site is situated in a designated commercial centre and the application is to replace existing signage, it is not considered the proposal will 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) and Policy CS16 of the Core Strategy.

(ii) Highway safety

7.4 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

(iii) Effect upon residential amenity

7.5 It is considered that the signs would not impact residential amenity as the proposal is to replace existing signage on the site which is in an established commercial and residential area.

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/19/00011 subject to the following conditions

- 2 No part of the 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).
- 3 The illumination of the proposed sign 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)
- 4 The intensity of illumination shall not exceed 200 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).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg no. SC-673-V1-GF-DR-K-0006	Location plan
Drg no. 034-004-101 Rev B	Proposed front and side elevation plan
Drg no. 034-004-102 Rev B	Signage details

Reason: - To ensure provision of a satisfactory development.