
Site Address:	Fat Face Foundation 21 North Street, Havant, PO9 1PW		
Proposal:	Display of 1No. internally illuminated fascia sign and 2No. non-illuminated fascia signs.		
Application No:	APP/18/01008	Expiry Date:	29/01/2019
Applicant:	Mr Borrow		
	Fat Face		
Agent:	Mr Morris	Case Officer:	Karen Wooden
	Graffiti Design		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a ground floor unit sited within the eastern elevation of the Meridian Centre in Havant. The retail unit is situated within the primary frontage area of North Street in Havant Town Centre, and has elevations of red/brown multibrick.

2 Planning History

APP/10/00264 - Discharge of Condition No. 4 of Planning Permission 10/73895/000., PERM,06/08/2010
10/73895/000 - Change of use from retail (A1) to fitness club (D2)., PERM,01/06/2010
APP/12/00411 - Change of use from use Class A1 to Class D1 to allow community drop-in facility for Portsdown Community Church., PERM,02/08/2012

3 Proposal

- 3.1 Display of 1No. internally illuminated fascia sign and 2No. non-illuminated fascia signs.

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: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer, Development Control

Principal Conservation Officer - No objection

Highways Engineer, Development Engineer

The Highway Authority have no adverse comment to this application.

Property Services Manager, Corporate Group

No adverse comment regarding 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: 4

Number of site notices: 1

Statutory advertisement: 14/12/2018

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
- (iv) Impact on the Conservation Area

(i) Visual amenity

7.2 The application site includes three separate shopfront windows, one which includes the entrance to the shop. The proposed illuminated sign is to be located above the entrance, with the illumination to be around the edge of the fascia only, with the other two display windows to have non-illuminated fascias. Two of the fascias are to have a white background with grey text and a green heart. The central fascia is to have a white background and a green heart, with no text.

7.3 The site is located within a retail area within St Faiths Conservation Area. It is considered that the proposal will be appropriate and will not have an adverse effect on the visual amenity of the immediate locality given the town centre location. Furthermore the council's Conservation Officer has been consulted and has raised no objection to the proposal. It is deemed the proposal complies with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The Development Engineer has been consulted and has no adverse comments to the application with regard to highway safety.

(iii) Effect on residential amenity

7.5 It is considered that the signs would not impact residential amenity due to the unit being sited within a town centre.

(iv) Impact on the Conservation Area

7.6 The Conservation Officer has raised no objection to the proposal and both the illuminated and non illuminated fascia signs are considered appropriate in this location

and it is considered that the proposals will conserve the character and setting of the conservation area.

8. Conclusion

- 8.1 The proposed fascia panels are considered to be of a scale and appearance appropriate to the building, in keeping with the surrounding area and wider streetscene and will preserve the character and setting of St Faiths Conservation Area.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/01008 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 700 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 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.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location plan - received 09.10.18
Proposed fascia layouts and photo visual - received 04.12.18
LHS fascia - typical section detail and fascia 1 layout - received 04.12.18
RHS fascia - typical section detail and fascia 3 layout - received 04.12.18
Central fascia - typical section detail and fascia 2 layout - received 04.12.18
Reason: - To ensure provision of a satisfactory development.