
Site Address:	2-4 Park Parade, Havant, PO9 5AD		
Proposal:	Display of 2No. internally illuminated fascia signs.		
Application No:	APP/18/00384	Expiry Date:	04/06/2018
Applicant:	Mr Cawthorn Jonsigns Ltd		
Agent:	Mr J Cawthorn Jonsigns Ltd	Case Officer:	Karen Wooden
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site a purpose built three storey business unit with residential accommodation above, located with at the eastern end of Park Parade precinct in Leigh Park. Being a corner plot the building fronts both Park Parade and Somborne Drive. The front of the building is pedestrianised and Bordon Road to the rear provides rear access, and access to the residential flats of both Park Parade and Greywell.

- 1.2 The area consists of a purpose built precinct of units of varying uses at ground floor with separate residential accommodation above.

2 Planning History

02/65868/001 - Display of internally illuminated shop fascia sign, projecting sign, ATM sign and surround and various non illuminated information signs to front (south elevation). Display of internally illuminated projecting sign, fascia sign and ATM sign to side (east) elevation., PERM,10/10/2002

00/65868/000 - Installation of a 60cm grey satellite dish, PERM,01/02/2001

APP/15/00514 - Installation of externally accessed security door and relocation of 2No. ATMs with illuminated surrounds., PERM,02/07/2015

APP/15/00515 - Display of 2No. illuminated ATM surrounds, PERM,02/07/2015

APP/16/00859 - Proposed change of use of part ground floor into 2No. A1/A2/A3 mixed use units, part rear ground floor into 1No. 1bed flat and 1no. 2 bed flat, proposed conversion and part new build at second floor to form 2No. 2 bed flats and 2No. 3 bed flats., PERM,16/12/2016

APP/16/00860 - Prior notification for change of use from a retail use (class A1/A2) or a mixed retail and residential use to C3 residential use subject to prior approval covering flooding, highways and transport issues, contamination and impact on adequate provision of services falling within A1/A2 and sustainability of the shopping area, where applicable; additionally any operational development necessary for conversion is subject to prior approval of design and external appearance., PAYA,26/10/2016

APP/16/01157 - Display of 2No. internally illuminated ATM surrounds., PERM,22/12/2016

APP/17/00092 - Application for non-material change to Planning Permission APP/16/00859 relating to alterations to fenestration to front and east elevation., PERM,13/04/2017

APP/18/00415 - Change of use from Bank (Use Class A2) to a hot food takeaway (Use Class A5) plus associated minor external alterations., DEL,

3 Proposal

Display of 2No. internally 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: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment on 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: 12

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 The proposal is to replace the blank fascia board (previously Natwest Bank) with 2 internally illuminated fascia signs, and to provide an internally illuminated projecting sign. The fascia signs are to have illuminated letters and logo, whilst the projecting

sign is to be an illuminated logo. The signs are considered appropriate in their commercial context and would have an acceptable 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) Highway safety

- 7.4 The Highway Authority has no adverse comment in relation to this application.

(iii) Effect on residential amenity

- 7.5 There are residential flats in the locality, however it is considered that the proposed adverts would have a limited and acceptable impact on the residential amenities of occupiers. It is recommended that a condition is added to any planning consent to restrict the illumination of the signs to the hours that the unit is open.

8. Conclusion

- 8.1 In conclusion the proposed advertisements are considered acceptable and Advertisement Consent can therefore be recommended.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/00384 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:

Design and access statement - recieved 09.04.18

Front elevation

Existing and proposed photographs

Side elevation

Location and block plan

Reason: - To ensure provision of a satisfactory development.

- 3 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)

- 4 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)
- 5 The intensity of illumination shall not exceed 600 candelas per m2.
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).
- 6 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.