
Site Address: 43 Greywell Road, Havant, PO9 5AH
Proposal: Display of 1No. internally illuminated ATM fascia sign.
Application No: APP/17/00974 Expiry Date: 01/11/2017
Applicant: Ms Clark
Notemachine Uk Ltd
Agent: Case Officer: Karen Wooden
Ward: Battins

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a retail premises within Greywell Shopping Centre. The three storey building has a retail unit (newsagents) occupying the ground floor, with a residential maisonette above. The ATM, which was installed in June 2017 sits within the existing shop frontage and is commensurate with the retail frontage of the surrounding parade of shops.

2 Planning History

APP/11/01050 - Replacement shop front, UNK,
APP/17/00973 - Retention of 1No. ATM., PERM,

3 Proposal

Display of 1No. internally illuminated ATM fascia sign measuring 1.2m high, 0.87m wide and 0.04m deep. Illumination levels to be 100 candelas.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
CS4 (Town, District and Local Centres)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

5.1 No consultees required for 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: 7

Number of site notices: At least one site notice exists - check the number.

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) Principle of development
- (ii) Impact upon amenity
- (iii) Impact upon public safety

(i) Principle of development

The principle of installing signage to existing buildings is accepted in both the Allocations Plan (Policy DM21) and the NPPF which states:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. (Para 67).

(ii) Impact upon amenity

The application seeks to update and install an internally illuminated fascia sign above the existing ATM at the application site in Greywell Shopping Centre. The extent of the illumination is considered acceptable in terms of levels when considering the commercial nature of the surrounding area. Although there are residential properties located on the first and second floors of the units, canopies separate the shop units with the residential properties above, shielding any impact from the illumination. The application seeks to use a palette of colour which is typical in the design of ATM machines. The context, scale and nature of the development is therefore in keeping with the retail function and appearance of the Local Shopping Centre. It is therefore considered that the fascia to the ATM surround will help to update the exterior and therefore benefit the character of the streetscene.

(iii) Impact upon public safety

The new sign fronts a pedestrianised precinct and will not be visible from the highway accessed by motor vehicles, thus will not pose a distraction to motorists.

8 **Conclusion**

The proposed internally illuminated sign is appropriate to the retail function of the site and surrounding area and would not result in unacceptable harm to the amenity of the area nor public safety. It is therefore recommended that advertisement consent be granted.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00974 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:

Reason: - To ensure provision of a satisfactory development.

- 3 The intensity of illumination shall not exceed 100 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).