
Site Address:	40 West Street, Havant, PO9 1PG		
Proposal:	Display of 1No. Non-illuminated fascia sign and 1No. projecting sign.		
Application No:	APP/17/00700	Expiry Date:	24/08/2017
Applicant:	Mr Lark SGP Properties Ltd		
Agent:	Mrs Ward Sign 2000 Ltd	Case Officer:	Harriet Pitney
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located in the town centre of Havant, on the northern side of West Street which forms one of the primary shopping streets. The site is located just outside of the designated Conservation Area.

The site is a two storey building with a retail use at ground floor level which is currently occupied by Savers. Specsavers Opticians currently occupy the retail unit at ground floor level to the east and the western side of the application is currently under refurbishment.

The area is primarily commercial in nature with a medium density of retail and commercial premises surrounding the application site, residential uses are also evident to the first floor elements of many of the retail units. To the rear of the site is Havant Bus Station.

2 Planning History

02/61534/003 - Non-illuminated fascia and projecting sign., PERM,14/11/2002

99/61534/002 - Ground floor only change of use from A1 (Retail) to A3 (Food and Drink, REF,14/04/1999

96/61534/000 - External alterations to include redecoration of shopfront, and cladding of existing pilasters., PERM,12/03/1996

96/61534/001 - Internally illuminated projecting sign and non-illuminated fascia sign, PERM,30/04/1996

3 Proposal

This application is for the display of 1No. non-illuminated fascia sign and 1No. projecting sign.

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

CS11 (Protecting and Enhancing the Special Environment and Heritage of
Havant Borough)
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

Conservation Officer, Development Control

Conservation Officer Objection

40 West Street is the a retail property situated within the pedestrian shopping area of West Street and enjoys a prominently location within this key shopping area. The premises sit outside of the Conservation Area by virtue of the Conservation Area boundary crossing along the shop frontage. However consideration and weight has to be given to how this proposal will affect those properties within the Conservation Area i.e. those directly opposite.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.

The proposal is for an illuminated fascia sign and one illuminated projecting sign. The premises current has a non illuminated fascia sign. Of a similar style to the one currently proposed however the proposal is for larger lettering than the existing. The sign are to be the following sizes: fascia 6 metres by 0.8 metre high by 0.1m deep; projecting sign 0.6 metre by 0.6 metre by 0.12 thick 0.1 metre from wall.

No justification for the need for the signs to be illuminated has been given in the application. Within a Conservation Area or where a proposal would affect the setting of a Conservation Area as is the case here, justification would normally be along the lines of a late night opening food establishment.

However it is felt that the proposed illumination of the signs would not enhance the character or setting of the Conservation Area. Therefore failing to meet paragraph 131 to contribute to local character and distinctiveness nor does it enhance the significance of the Conservation Area. Whilst it is recognised that any harm this application may have on the Conservation Area is less than significant there is no public benefit.

I would accept the signs being non illuminated and a thinner version of the projecting sign hung from a more traditional bracket.

Further response from the Conservation Team:

I am happy with the projecting sign as now proposed.

Environment Agency

No comments received

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: 10

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

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary: No representations received in relation to this application.

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

(i) Visual Amenity

7.2 The site is located just outside of a designated Conservation Area, however, consideration and weight has to be given to as to how this proposal will affect those properties within the Conservation Area and those directly opposite. On this basis, the Council's Conservation Officer was consulted as part of this application. It was considered that the initial proposals submitted (particularly the proposed illumination of the signs) would not enhance the character or setting of the Conservation Area and whilst it is recognised that any harm this application may have on the Conservation Area is less than significant, there is no public benefit. On this basis, this application has been the subject of amended plans.

7.3 The proposed advertisements would be located on the front elevation of the unit and will consist of a white background with green and red text, very similar to what is currently being displayed. As the site is situated within a designated commercial centre and the application is to replace the existing signage, it is not considered that the proposal will have an adverse effect on the visual amenity

of the immediate locality.

7.4 The revised proposals have sought to reduce the depth of the projecting sign and change the bracket so that it is more traditional and inkeeping with the character and appearance of the Conservation Area. All illumination initially proposed has also been removed from the proposal. On this basis, it is now considered that the proposed advertisements would both preserve and enhance the character and appearance of the Conservation Area and meets the requirements of Policy DM21 of the HBLP (Allocations) and Policy CS16 & CS11 of the HBLP (Core Strategy).

(ii) **Highway Safety**

7.5 The precinct in which the application site is located is pedestrianised and therefore it is not considered that the signage would pose any risk to highway safety.

8 Conclusion

The proposal is considered to be acceptable which would both preserve and enhance the character and appearance of the adjacent Conservation Area and it is therefore recommended for advertisement consent to be granted.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00700 subject to the following conditions:

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No part of the proposed fascia and projecting sign shall be illuminated.
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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan- received 29th June 2017

Block plan- received 29th June 2017

Amended existing and proposed elevations (page 1 of 2)- received 10th August 2017

Amended proposed fascia sign (page 2 of 2)- received 10th August 2017

Amended proposed projecting sign (page 3 of 3)- received 10th August 2017

Reason: - To ensure provision of a satisfactory development.