
Site Address:	46 Greywell Road, Havant, PO9 5AL		
Proposal:	Display of 1No. internally illuminated fascia sign.		
Application No:	APP/16/01292	Expiry Date:	13/02/2017
Applicant:	Mr Thakrar Greywell Pharmacy		
Agent:	Mr Dosani Rapeed Design	Case Officer:	Lewis Oliver
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

46 Greywell Road, Havant is located within Leigh Park shopping parade. The surrounding retail units are defined by a mixture of illuminated and non-illuminated fascia signs.

2 Planning History

APP/16/01291 - Replacement shop front. , Currently under consideration

3 Proposal

Display of 1No. internally illuminated fascia sign. The sign would comprise acrylic flat cut letters, with white LED lights behind each individual letter for illumination.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
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

None

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: 6

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 on residential amenity

(i) Visual amenity

The sign is a replacement of an existing fascia sign, with the shop being located in the pedestrianised shopping parade. As the site is an established business 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).

(ii) Highway safety

The site is located in a pedestrianised shopping parade, and would therefore not have an impact on highway safety.

(iii) Impact upon residential amenity

It is considered that the signs would not impact residential amenity as there is existing signage on the site and this application is for updating, changing the colour and design.

8 Conclusion

The proposal is considered acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01292 subject to the following conditions

- 1 No part of the [canopy/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)
- 2 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)

- 3 The intensity of illumination shall not exceed 300 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).
- 4 The development hereby permitted shall be carried out in accordance with the following approved plans:
Existing shopfront & signage received 15/12/16
Proposed Shopfront & Signage received 15/12/16
Proposed Signage Details received 15/12/16
Reason: - To ensure provision of a satisfactory development.