
Site Address:	KFC, 2 Park Way, Havant, PO9 1HH		
Proposal:	30No. various signs.		
Application No:	APP/17/00452	Expiry Date:	20/06/2017
Applicant:	KFC UKI		
Agent:	Mr Stott	Case Officer:	Rachael McMurray
	Frank Belshaw Building		
	Surveyors Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The unit which is occupied by KFC is located on Park Way, close to the junction with Park Road South. It shares an access to the retail park, also on Park Way. It has a drive through facility and car park for customers. It contains a variety of signage, typical of the type of A3 / A5 use.

2 Planning History

APP/10/00578 - Removal of Condition 1 of Planning Permission 06/59412/007 to allow for more than 4,647sqm (gross) of retail floorspace to be used for the sale of non bulky comparison goods., PERM,30/11/2010

APP/12/01270 - Variation of Condition 18 of Planning Permission 04/59412/002 relating to restrictions on delivery hours for units 4 and 5 (Aldi)., REF,07/03/2013

APP/14/01039 - Variation of Conditions 18 and 19 of Planning Permission 04/59412/020 to reduce restrictions on opening hours and delivery hours to units 4 & 5 (Aldi)., PERM,02/01/2015

APP/17/00449 - Erection of new external bin store to North elevation and alterations to external finishes and materials., DEL,

3 Proposal

- r Replacement signage across the site due to re branding including menu boards, window stickers, and directional signs. It also includes a new 4.1m x 3.1m high height restrictor to drive thru lane entrance.

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)

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

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to 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: 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) (i) Visual amenity
- (ii) (ii) Highway safety

(i) Visual Amenity

The signs would mainly be replacements of what is already existing, albeit with some new elements such as the drive thru archway. The signs are considered to be in context with the existing commercialized area in which it is located and 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

It is considered that the replacement and new signage would not result in harm to highway safety and the proposal has not raised concerns with the application.

8 Conclusion

The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00452 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:

Proposed site signage plan - 5970/2017/A100
Proposed elevations - 5970/2017/G211 B
Location Plan

Reason: - To ensure provision of a satisfactory development.
- 3 (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.
- 4 No part of the signage 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)

- 5 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)
- 6 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).