
Site Address:	2-4 Park Parade, Havant, PO9 5AD		
Proposal:	Display of 2No. internally illuminated ATM surrounds.		
Application No:	APP/16/01157	Expiry Date:	03/01/2017
Applicant:	Mrs Thompson RBS		
Agent:	Styles and Wood Ltd	Case Officer:	Rachael McMurray
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site falls on the corner of Park Parade and Somborne Drive in Leigh Park. It comprises a three storey building, with the ground floor being a former bank and the first and second comprising of office space and a small yard area at the rear.

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

GEN/15/01254 - Planning History check, ,15/12/2015 14:35:39

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,

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

3 Proposal

Display of 2No. internally illuminated ATM surrounds.

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

Development Engineer:

No objections

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

(i) Visual Amenity

7.2 The proposed surrounds would be located on the eastern elevation of the unit facing Somborne Drive. The surrounds will have red edging strips with white text and Natwest logo on purpleberry background and will be constructed from powder coated aluminium with acrylic cover to the logo.

7.3 As the site is situated in a designated commercial centre, 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 signage is modest in scale and consistent with the commercial setting of the District Centre in which it will lie. The eastern elevation of the premises faces onto a footway with a width in excess of 5m (the result of recent pedestrianisation work) and therefore it is not considered that the signage would pose a risk to highway safety.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommend for consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01157 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 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 Local Plan (Allocations) 2014.
- 3 The intensity of illumination shall not exceed 200candelas per m2.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.
- 4 The development hereby permitted shall be carried out in accordance with the

following approved plans:

Design and access statement

Location plan and site plan - D0704-204-500

Proposed elevation - D0704-204-003

Reason: - To ensure provision of a satisfactory development.