
Site Address:	48 Greywell Road, Havant, PO9 5AL		
Proposal:	Display of 1No. illuminated fascia sign.		
Application No:	APP/13/01238	Expiry Date:	05/02/2014
Applicant:	Mrs Nash	Team:	Team 2
Agent:	Mr Knight	Case Officer:	Stephen Cantwell
	Knight Architectural Design		
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a mid-terrace shop in the Greywell Road precinct. The existing shop is currently vacant, it is one of a series of similar units which face the precinct. At first and second floor above the terrace of shops level are maisonettes accessed via a shared deck access at first floor. This is reached by an external stairway and deck access, which forms a cloister-type overhang at ground floor, partly concealing the shop front.

2 Planning History

APP/13/01238 COU A1 - A5. Refused 24 January 2014

3 Proposal

Illuminated fascia sign to replace an existing fascia sign.

4 Policy Considerations

National Policies
NPPF 2012

Local Plan (Core Strategy) 2011

CS10	(Gypsies, Travellers and Travelling Showpeople)
CS11	(Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16	(High Quality Design)

Local Plan (Allocations) Publication Version 2013

DM21 Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways: No objection

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: 14

Number of site notices: 1

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) Highways Issues
- (iii) Effect on residential amenity

(i) Visual Amenity

7.3 The fascia is below the cloistered section of the terrace of shops and therefore of fairly limited prominence. The proposed sign would be a light box of 175mm depth, level with the projected part of the upper fascia. It would comprise white plastic with mounted lettering in blue. There are several such signs on this terrace and it is not considered to result in a cluttered appearance. Lighting levels and the intensity of 1000 cd/m is acceptable to the highway officer. This complies with the above policies, including the emerging DM21.

(ii) Highways Issues

7.4 The signs are proposed to be illuminated in the same manner as existing signs in the locality. The highway officer has confirmed no objection.

(iii) Effect on residential amenity

7.5 Due to the cloistered frontage, the sign will not be visible from the flats above and is not considered to have a negative impact on the buildings opposite.

8 Conclusion

8.1 The proposal is considered to be acceptable subject to standard national conditions and another to specify the intensity of illumination as per the application documents. It is noted that a parallel planning application to change the use of the premises to Class A5 was refused on 24th January, but the agent has confirmed that his client wishes the advertisement application to be

determined.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01238, subject to the following conditions:

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

KAD - 01/A/LP (advertisement sign only)

Reason: - To ensure provision of a satisfactory development.
- 7 The intensity of illumination shall not exceed 1000 candelas per m2.
Reason: In the interests of the amenities of the area and having due regard to policy CS16 of the Havant Borough Core Strategy 2011 which forms part of the Local Development Framework and emerging Policy DM21 of the Havant Borough Allocations Document (Publication Version 2013) and National Planning Policy Framework, March 2012.

