
Site Address: 36-38 West Street, Havant, PO9 1PG
Proposal:

Display of 2No. internally illuminated fascia signs & 1No. internally illuminated projecting sign.

Application Type:	Advertisement		
Application No:	APP/22/00582	Expiry Date:	09/08/2022
Applicant:	Specsavers		
	Specsavers Optical Stores UK		
Agent:	Fisch Planning	Case Officer:	Lewis Ford
	Fisch Design		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is 36-38 West Street, Havant, PO9 1PG. The site is currently occupied by Specsavers Optical Stores UK and comprises a two-storey mid-terraced building. The site is located within the pedestrianised section of West Street and forms part of the primary shopping area of the defined Havant Town Centre. The immediate area is commensurate with the town centre location encompassing a variety of uses but is predominantly retail in nature. The signage found in the immediate area varies with traditional, illuminated and/or modern forms of signage. Finally, in terms of heritage, the site is not statutorily nor locally listed, but it is adjacent to, and therefore visible from, the St Faiths Conservation Area

2 Planning History

90/50057/001 – REFUSAL in June 1990 for the Change of Use (CoU) of recently constructed shop unit from Class A1 (Retail) to Class A3 (Fast Food Restaurant and Takeaway).

91/50057/003 – PERM in Dec 1991 for a new shopfront.

97/50057/005 – PERM in May 1997 for internally illuminated fascia “pod” sign and double-sided projecting sign.

APP/13/00666 – PERM in Sep 2013 for 3no. illuminated fascia signs and 1no. illuminated projecting sign.

APP/20/00177 – PERM in June 2020 for 2no. static internally illuminated fascia signs and 1no. static illuminated projecting sign.

3 Proposal

Display of 2no. internally illuminated fascia signs and 1no. internally illuminated projecting sign.

4 Policy Considerations

National Planning Policy Framework
The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16 (High Quality Design)
CS4 (Town, District and Local Centres)

Havant Borough Local Plan (Allocations) July 2014

DM20 (Historic Assets)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

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

5 Statutory and Non Statutory Consultations

Conservation Officer

No objection.

The site is located in West Street in Havant Town Centre and just outside the St Faiths Conservation Area. It comprises 2no. ground floor retail units in use as an opticians (Specsavers).

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 proposed signage is an updated version of the company branding and logo. Due to its location within a commercial area, it would not be harmful to the setting of the adjacent conservation area.

Councillor I Payter - St Faiths

No comment.

Councillor P Munday - St Faiths

No comment.

Councillor T Pike - St Faiths

No comment.

Hampshire Highways

The Highway Authority are satisfied that the proposed internally illuminated signage does not exceed the maximum luminance levels (600cd/m²) for signs less than 10m² in an urban environmental zone. Having regard to the above, the Highway Authority provide no objections to the above planning 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: 11

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Paragraph 136 of the National Planning Policy Framework (NPPF) explains that a separate consent process, within the planning system, controls the display of advertisements and that this should operate in a way which is "simple, efficient, and effective". The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, whilst taking account of cumulative impacts. Having due regard to the above, along with the relevant policies in the development plan and the requirements of the Advertisement Regulations, it is considered that the main issues arising from this application are:

- (i) Visual Amenity
- (ii) Highway Safety & Impact on Residential Amenity

(i) Visual Amenity

7.2 The unit is located within the defined Havant Town Centre as set out in Policies CS4 and AL3. The unit is undergoing minor refurbishment works and will continue to trade as Specsavers Optical Stores UK. As part of the minor refurbishments works, the existing external signage would be replaced and updated with the following on the southern front elevation of the building:

- 2no. fascia signs; and
- 1no. projecting sign to match the proposed fascia signs (see above

- 7.3 The proposed fascia signs and projecting sign would be approximately 2.7m and 2.9m respectively above ground floor level – i.e., ground level to the base of the advertisement(s). The proposed fascia signs would have a height and depth of approximately 0.98m and 0.05m respectively, whilst the width of the east (No.36) and west (No.38) fascia signs would be approximately 3.4m and 7.75m respectively. Finally, the proposed projecting sign would have a height, width, and depth of approximately 0.5m, 0.9m and 0.1m respectively, and would project from the face of the existing building by approximately 1m.
- 7.4 The proposed signage would be constructed of folded aluminium panels and would include push through opal acrylic letting and logos. The fascia panels would have lettering and logos to a maximum height of 75cm, whilst the lettering and logo on the proposed projecting sign would have a maximum height of 30cm. All 3no. proposed signs would include white lettering and logos on a dark green background. Although the proposed signage will not (as a whole) be fully illuminated, the proposed lettering and logos will be statically illuminated to 520 candelas per m2 (cd/m2).
- 7.5 Moreover, the proposed signage is considered to be acceptable and in keeping with the existing branding used across the site's southern frontage. The proposed signage would not result in a cluttered appearance either on the existing building nor the wider streetscene. As such, it is considered that the proposed signage would not have an adverse effect on the visual amenities of the area and, therefore, would conserve the heritage of Havant Borough. In doing so, the proposed signage would meet the requirements of Policies CS11 and CS16 in the Havant Borough Local Plan (Core Strategy) 2011, and Policies DM20 and DM21 (see Criteria 1, 2, and 4) in the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Highway Safety & Impact on Residential Amenity

- 7.6 The proposed signage would be similar to that of the existing signage, and would project over the pedestrianised area of West Street which already includes several signs of similar heights and illuminations. Although the proposed illumination level would increase from 400 to 520 candelas per m2 (cd/m2), the proposed illumination would still be within the maximum luminance levels (600cd/m2) for signs less than 10m2 in an urban environmental zone. As such, the proposed signage is unlikely to result in a distraction to, or have an impact on, highway users, and is not considered to have a detrimental impact on the amenities of nearby residential properties. Notwithstanding the above, there are publicly maintained streetlights close to the site which will lessen any potential and/or perceived impact from the proposed illumination level.
- 7.7 Moreover, the Highway Authority has raised no objection to the proposed signage. As such, it is considered that the proposed signage would not lead to a detrimental impact on highway safety nor the wider highway network and, therefore, it would meet Criterion (3) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

8. Conclusion

- 8.1 The proposed signage is considered to be acceptable, and the application is recommended for advertisement consent.
-

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00582 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 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.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg No: 2018-LP – Location Plan
(Published 24 June 2022)

Drg No: 2018-BP – Block Plan
(Published 24 June 2022)

Drg No: 2018-01 - Existing & Proposed Shopfront Elevations
(Published 24 June 2022)

Design & Access Statement
(Published 24 June 2022)

Reason: - To ensure provision of a satisfactory development.

- 4 No part of the signage shall be illuminated other than as permitted.

Reason: In the interests of the amenities of the area and having due regard to Policy DM21 of the Havant Borough Local Plan (Allocations Plan) 2014.

- 5 The illumination of the proposed signage 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 Plan) 2014.

- 6 The intensity of illumination shall not exceed 520 candelas 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 Plan) 2014.