

Recommendation: **GRANT ADVERTISEMENT CONSENT**

APP/17/01263 - Display of 1No. non-internally illuminated fascia sign; 1No. externally illuminated projecting sign; 1 No. internally illuminated ATM surround sign, painting of existing shop front frame work to grey., PERM,08/02/2018

3 Proposal

Display of signage. Replace 1No. projecting signage with new 500mm. Existing projecting sign brackets to be painted blue. Replace 1No. fascia and 1No. logo with 1No. new blue fascia and 1No. new 290mm logo height. Replace 1No. ATM surround and decals with new and replace statutory signage with new.

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

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| CS11 | (Protecting and Enhancing the Special Environment and Heritage of Havant Borough) |
| CS16 | (High Quality Design) |

Havant Borough Local Plan (Allocations) July 2014

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| DM20 | (Historic Assets) |
| AL1 | (Presumption in Favour of Sustainable Development) |
| DM21 | (Shopfronts, Signs, Security Shutters and Advertisements) |

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

5 Statutory and Non Statutory Consultations

Conservation Officer

When assessing the proposal, the following legislation and policy context is taken in consideration. 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.

NPPF

The revised NPPF (December 2023) sets out in Chapter 16, the core principles relating to development affecting Heritage Assets that local planning authorities should consider in making planning decisions in the following paragraphs: 195 – 208.

Local Plan

Local planning policy comprises the adopted Havant Borough Local Plan Core Strategy 2011, along with the Allocations Plan 2014. With regards to local planning policy, the following are relevant:

Policy CS11 of the Core Strategy states that planning permission will be granted for development that: Protects and where appropriate enhances the borough's statutory and non-statutory heritage designations by appropriately managing development in or adjacent to conservation areas, listed buildings, scheduled ancient monuments, historic parks and gardens, archaeological sites, buildings of local historic or architectural interest.

Policy CP16 (1a) of the Core Strategy states 'Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax.

All development should demonstrate that its design:

Identifies and responds positively to existing features of natural, historic or local character within or close to the proposed development site'.

Policy DM20 of the Allocations Plan states that planning permission will be granted for development proposals that conserves and enhances the historic assets of Havant. It also states that application which affect, or have the potential to affect, heritage assets are expected to provide a Heritage Statement.

Assessment

The proposal is to update the existing signage relating to the commercial use of the building. The new signage will comprise the updated logos for the occupier. The projecting sign will also be updated.

Overall, the proposal is considered to meet the test of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and will preserve and enhance the special qualities of the conservation area.

Conclusion

NO OBJECTION

Councillor Gillian Harris

No comments received.

Councillor Imogen Payter

No comments received.

Councillor Phil Munday - St Faiths

No comments received.

Property Services Manager

No comments received.

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: 8

Number of site notices: 2

Statutory advertisement: 12/01/2024

Number of representations received: 0

Comment	Officer Comment
No comments received.	

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 upon residential amenity

(i) Visual amenity

7.2 The proposed development would involve replacement of 1No. projecting signage with new 500mm, existing projecting sign brackets to be painted blue, replacement of 1No. fascia and 1No. logo with 1No. new blue fascia and 1No. new 290mm logo height, replacement of 1No. ATM surround and decals with new and replace statutory signage with new signage. The large sign on the store front/ south elevation would be a formed aluminium fascia sign with 30mm returns finished Matt blue (RAL 5022) and individual 35mm builtup embedded LED acrylic letters and face illumination in corresponding colour. There would be a dimmer switch fitted to enable the letters to be dimmed by 25%. 'Logo' face as perspex 440 Red acrylic with returns finished to match PMS 032c and 'nationwide' to be opal acrylic faces with returns finished white. The panel would be secured with fixing rails to suit. This is considered acceptable and in keeping with the surrounding area.

7.3 The site is Located within the St Faiths Conservation Area. The Council Conservation Officer was consulted on the application and raised no objection stating the proposal meets the test of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and will preserve and enhance the special qualities of the conservation area.

7.4 Consequently, it is considered that 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 CS11 of the Havant Borough Local Plan (Core Strategy) 2011 and DM20 and DM21 of the HBLP (Allocations)

(ii) Highway safety

7.5 The site is located within the pedestrianised area of West Street and as such is unlikely to result in a distraction to or have an impact on highway users. The proposed signage luminance is well below levels permitted for such locations and the signs are high level above head height. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

(iii) Effect on residential amenity

- 7.6 The proposed signs would be of modest scale and would be located at a sufficient distance from the nearest residential properties. Consequently, the proposal is considered to be acceptable within context of the surrounding area and would not result in a harmful impact on residential amenity, meeting the requirements of Policy CS16 of Havant Borough Local Plan Core Strategy (2011). It is noted no letters of objection were received with respect to the scheme.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/01017 subject to the following conditions

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

02-02.08.23 - fascia sign and section
Projecting Sign Nationwide Visual Identity Update
PAGE 18 AND PAGE 19 REV A - 2 x pages heritage projecting sign
externally illuminated
PR.00.E1 - proposed front elevation
Location Plan dated 16th November 2023
Planning Statement ISG

Reason: To ensure provision of a satisfactory development.

- 2 The projecting sign and fascia sign shall only be illuminated during the times that the premises are open for business.

Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.