
Site Address: 44-46 Park Parade, Havant, PO9 5AD
Proposal: Display of 1No. internally illuminated ATM surround sign and retention of 1No. internally illuminated logo panel.
Application Type: Advertisement
Application No: APP/21/00422 Expiry Date: 04/06/2021
Applicant: Cardtronics UK Ltd, trading as
Cashzone
Agent: Cardtronics Service Solutions Case Officer: David Eaves
Ward: Battins

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

44-46 Park Parade, Havant, PO9 5AD is a convenience shop located within a pedestrian only shopping parade. The site has access to the rear for servicing and deliveries. It is in a well lit street with the units either side of this site also being commercial units with living accommodation above. There are numerous other advertisements in the vicinity in relation to commercial uses.

2 Planning History

APP/21/00421 - Installation of an automated teller machine and associated signage - Current Application

3 Proposal

Display of 1No. internally illuminated ATM surround sign and retention of 1No. internally illuminated logo panel. Approx >60 LUX at 1.0 metre and with ambient lighting > 80 LUX.

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

CS16 (High Quality Design)
CS4 ()

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

Councillor Jo Lowe

No comment

Councillor Malc Carpenter

No comment

Hampshire Highways

"The proposed illuminated signage will not impact on the public highway. As such, the Highway Authority raise no objection to the 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: 16

Number of site notices: Not applicable.

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 application seeks to use a palette of colour which is typical in the design of ATM machines. The signage has a standard method of illumination with rows of LED lights behind the text, of which the lettering is white and translucent.

7.3 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 proposed illuminated signage fronts a pedestrianised precinct and will not be

prominent from the highway accessed by motor vehicles, therefore will not pose a distraction to motorists. It is also noted that the Highway Authority (HCC) raise no objection to the proposal.

8. Conclusion

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

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00422 subject to the following conditions:

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

Block plan uploaded 2nd May 2021
Location plan uploaded 2nd May 2021
Reference No. E023626 Existing and proposed plans & elevations
Design & access statement uploaded 2nd May 2021
Reference No. NW00014 Illuminated Fascia panel
Reference No. NW0003 Small illuminated surround sign

Reason: - To ensure provision of a satisfactory development.