

Site Address: 1 Park Way, Havant, PO9 1HH

Proposal: Display of new signage to include 1No. internally illuminated projecting sign, 1No. non-illuminated wall stamp to glazing, 3No. internally-illuminated fascia signs.

Application No: APP/21/01189

Applicant: Theva Ventures Ltd

Agent: Mr Kasuji

Ward: St Faiths

Expiry Date: 31/12/2021

Case Officer: Julie Terzoudis

1 Site Description

2 Planning History

APP/10/00578 - Removal of Condition 1 of Planning Permission 06/59412/007 to allow for more than 4,647sqm (gross) of retail floorspace to be used for the sale of non bulky comparison goods., PERM.30/11/2010

APP/14/01039 - Variation of Conditions 18 and 19 of Planning Permission
04/59412/020 to reduce restrictions on opening hours and delivery hours to units 4 &
5 (Aldi).. PERM.02/01/2015

APP/19/00069 - Application for non-material amendment to Planning Permission
APP/18/00812 relating to canopy and fenestration to the east elevation.
PERM.06/02/2019

APP/21/01188 - Proposed extraction equipment to rear of unit, shopfront alterations, and variation of Condition 1 of Planning Permission 06/59412/008 to allow premises to open to the public from 11:00 to 23:00 each day of the week., PERM,

3 Proposal

Display of new signage to include 1No. internally illuminated projecting sign, 1No. non-illuminated wall stamp to glazing, 3No. internally-illuminated fascia signs.

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)

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

Conservation Officer, Development Control

This site is adjacent to the Black Dog Conservation Area and is contained within a purpose built commercial retail park.

No objections are raised on heritage grounds.

Councillor Imogen Payter

No response

Councillor J Branson - St Faiths

No response

Councillor T Pike - St Faith's

No response

Environmental Health Manager, Community Group

No Objection

Hampshire 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: 45

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
Having lived in the Havant area, I would have thought that the river that runs under the main road and by the Boys Brigade Garden is within 20m of this proposed development, although the application states that there is no water course within 20m.	Not relevant for an advert application

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 adverts would be similar to those within the retail park in terms of size, scale and illumination as such 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

7.3 The Highways Authority has not highlighted a cause for concern relating to the use of the signs, therefore the proposed signage and flags is considered acceptable in terms of its impact on highway/public safety.

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/01189

subject to the following conditions

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

Site plan
Site location plan
Proposed elevations GDK-hav-677-E.02

Reason: - To ensure provision of a satisfactory development.