
Site Address: 2 Park Way, Havant, PO9 1HH
Proposal:

Display of 3no. internally illuminated fascia signs (replacing existing), redecorate fascia panels, replace 1no. internally illuminated Colonel Logo sign over entrance door.

Application Type:	Advertisement	Expiry Date:	27/04/2022
Application No:	APP/22/00219		
Applicant:	Mr Waite KFC UK/I		
Agent:	Mr Cherrett rpa:vision	Case Officer:	Lewis Ford
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is 2 Park Way, Havant, PO9 1HH. The site is on the corner of the Park Way and Park Road North junction in the Central Retail Park in the defined Havant Town Centre. Vehicular access is via Park Way, which is an unclassified road, whilst Park Road North is categorised as a Class B-road.

The site is currently occupied by a KFC drive-through / eat-in restaurant. The retail park comprises 5no large retail units which, together with the application site, are designated as primary shopping frontage. In terms of heritage, the site and the existing building are not statutorily nor locally listed and are not located in a designated conservation area. However, the site is adjacent to and, therefore, potentially visible from The Black Dog Conservation Area.

2 Relevant Planning History

APP/17/00449 - PERM in June 2017 for the erection of new external bin store to north elevation and alterations to external finishes and materials.

APP/17/00452 - PERM in June 2017 for 30no. various signs.

APP/17/00772 - PERM in Sep 2017 for the display of 1No. internally illuminated embossed aluminium panel; internally illuminated individual lettering; non-illuminated vinyl graphic; 1no. non-illuminated red and white vinyl sign; internally illuminated individual letters applied to internal face of glazing; 1no. non-illuminated frosted grey vinyl; non-illuminated metal embossed sign; 1no. non-illuminated white vinyl sign; 1no. non-illuminated black vinyl sign.

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

APP/19/00235 - PERM in Mar 2019 for non-material change to Planning Permission APP/18/00812 relating to relocation of 2no. fire doors and small increase in roof height.

3 Proposal

Replacement signage across the site due to re-branding including; 3no. internally illuminated fascia signs (replacing existing); 1no. internally illuminated Colonel Logo sign over entrance door (replace existing); and redecoration of fascia panels.

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, Development Control

There are no objections raised to the application from a heritage perspective with regards to the impact on the adjacent conversation areas.

Councillor I Payter - St Faith's

No comment.

Councillor J Branson - St Faiths

No comment.

Councillor T Pike - St Faith's

No comment.

Hampshire Highways

The luminance levels (300cd/m²) of the proposed signs are within the acceptable luminance levels for an urban environmental zone (600cd/m²). 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: 4

Number of site notices: 2

Statutory advertisement: Not applicable.

Number of representations received: 0

7 **Planning Considerations**

7.1 The Agent has explained that KFC UK update their corporate image approximately every 5 years. This includes the replacement of their signage and the external appearance of their stores. The above exercise was previously carried out in 2017 via:

- Full Planning Permission (reference **APP/17/00449**) for enlargements, improvements and alterations to the building and car park; and
- Advertisement Consent Approval (reference **APP/17/00452**) for the installation, replacement, and removal of 30no. various signs.

7.2 The latter permission was for advertisement consent, whilst the former was for full planning permission. In March 2022, the Applicant submitted an application for advertisement consent – this application reference APP/22/00219 – which also included works which go beyond the extent of advertisement consent. These works - which included the opportunity for a new bin store, new canopy, removal of planters, reconfiguration of car park and reconfiguration of internal space etc. – will need to be submitted under a separate full planning application as done so in 2017 (see above). Moving forward, this application – reference APP/22/00219 – refers to advertisements and signage only.

7.3 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) Impact on Visual Amenity; and
- (ii) Impact on Highway Safety

(i) Impact on Visual Amenity

- 7.4 The proposed development would comprise the following as set out in the “Proposed Site Plan & Signage” (Drg No: 2007170-2021-A100 REV C):

Sign No.1 – Retain Existing Height Restrictor.

Sign No.2 – Retain & Respray Ral 7022 Existing Menu Boards.

Sign No.3 - Retain & Respray Ral 7022 Existing Menu Boards.

Sign No.4 – Retain & Respray Ral 7022 Existing 8 Panel Menu Board.

Sign No.5 – Retain Existing Order Post.

Sign No.6 – Remove Low Level Existing Sign and make good base.

Sign No.7 – Retain Existing NO ENTRY / EXIT sign, apply new signage vinyl, and respray existing frame to match Ral 7022.

Sign No.8 - Retain Existing NO ENTRY / EXIT sign, apply new signage vinyl, and respray existing frame to match Ral 7022.

Sign No.9 - Remove Low-Level Existing Sign and make good base.

Sign No.10 – Retain Existing Disabled Parking Signs.

Sign No.11 – Relocate Existing Non-Illuminated Order Bay Sign manufactured from 3mm aluminium being primed and powder coated grey RAL 7022 having digitally printed vinyl with protective laminate applied to face. The Sign would be affixed to a 1.5m high post and would have a width and depth of 0.45m and 0.079m.

Sign No.12 – Relocate Existing Non-Illuminated Order Bay Sign manufactured from 3mm aluminium being primed and powder coated grey RAL 7022 having digitally printed vinyl with protective laminate applied to face. The Sign would be affixed to a 1.5m high post and would have a width and depth of 0.45m and 0.079m.

Sign No.13 – Retain Existing No Entry Sign.

Sign No.14 – Retain & Relocate Existing No Entry Sign.

Sign No.15 – Retain Existing Height Restrictor Sign.

Sign No.16 – Retain Existing Sign 5100mm x 1200mm.

Sign No.17 – Erect NEW Delivery Drivers Signage Ref ES14 in red vinyl with white text and image.

Sign No.18 – Erect NEW 2no. vinyl signs to replace existing on Estate Sign sizes to suit Estate Sign.

Sign No.19 – Erect NEW “Colonel + Bucket” aluminium fabricated box (800mm x 800mm) PPC Ral 9005 (Semi-gloss) with Opal 050 Perspex decorated Red 3M3630-53 and Black 3630-22 translucent vinyl and LED internal illumination by Solar LED prism to max 300cd/m2.

Sign No.20 – Erect NEW Red Aluminium Letters (700mm height) PPC Ral 9005 (semi-gloss) with 5mm Opal 050 Perspex face and applied red 3M 3630-53 vinyl and LED internally illuminated by Solar LED prism to max 300cd/m2 (Letter height 700mm).

Sign No.21 - Erect NEW Red Aluminium Letters (700mm height) PPC Ral 9005 (semi-gloss) with 5mm Opal 050 Perspex face and applied red 3M 3630-53 vinyl and LED internally illuminated by Solar LED prism to max 300cd/m2 (Letter height 700mm).

- 7.5 In addition to the above, the proposed development would also comprise; applications of, and external redecoration using, new graphics on external elevations; replacement of existing red and white KFC letters; respraying of existing sashwork, fascias and doors; retention of existing cladding and railings; and retention and relocation of existing signage as set out in the “Proposed External Elevations” (Drg No: 2007170-2021-A101 REV E).

- 7.6 Moreover, the proposed signage would mainly be replacements of what is already existing and, therefore, is considered to be in keeping with the existing branding, designs and signs used across the site. In addition, the signage proposed for illumination would comprise internal illumination, static (i.e., non-intermittent) illumination, and illumination levels of 300cd/m². Given the existing commercial and primary shopping character of the locality, the proposed signage is not considered to be inappropriate in nature nor scale and, as such, it is not considered to result in a cluttered appearance on either the existing building nor within the wider streetscene. In considering all the above, it is deemed that the proposed signage would not have an adverse effect to / impact on the visual amenities of the wider locality. As such, it would meet Policy CS16 in the Havant Borough Local Plan (Core Strategy) 2011 and Criteria (1), (2) and (4) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014. In addition, following consultation with the Conservation Officer, it is considered that the proposed signage would conserve the heritage of Havant Borough in line with Policy CS11 of the Havant Borough Local Plan (Core Strategy) 2011 and Policy DM20 of the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Impact on Highway Safety

- 7.7 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.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00219 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:

Design & Access Statement

[Received 22 March 2022]

Drg No: 2007170-2021-A001 – Existing Location Plan

[Received 22 March 2022]

Drg No: 2007170-2021-A002 – Existing Block Plan

[Received 22 March 2022]

Drg No: 2007170-2021-A010 – Existing External Elevations

[Received 22 March 2022]

Drg No: 2007170-2021-A100 REV C – Proposed Site Plan & Signage

[Received 10 May 2022] (Excluding works to Drive Through Lane)

Drg No: 2007170-2021-A101 REV E – Proposed External Elevations
[Received 10 May 2022] (Excluding references to Canopy)

Reason: To ensure provision of a satisfactory development.

- 4 No part of the signage shall be illuminated other than as hereby 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 300 candelas per m2.

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