
Site Address:	5A Park Road South, Havant, PO9 1HA		
Proposal:	Display of 1No. non-illuminated projecting sign.		
Application No:	APP/22/00188	Expiry Date:	19/04/2022
Applicant:	Majestic Wine		
Agent:	Mr Lowes	Case Officer:	Lewis Ford
	Rapleys LLP		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is 5A Park Road South, Havant, PO9 1HA. The site is part of a modern four-storey building comprising 2no. retail units at ground floor and 26no. residential flats on upper floors. In terms of this planning application, the site is 1no. of the 2no. retail units at ground floor which is currently occupied by "Majestic Wine".

The site is located within the defined Havant Town Centre but is not designated as a primary nor secondary frontage. The site is adjacent, and faces on, to Park Road South which forms part of the Adopted Public Highway and is categorised as a Class B road. In terms of heritage, the site is not statutorily nor locally listed, and it is not located in a designated conservation area. However, it is in proximity and, therefore, potentially visible from The Back Dog and St Faith's Conservation Areas, as well as No.16 Park Road South which is a Building of Local Interest.

The site is owned by Havant Borough Council (HBC) who are the Local Planning Authority (LPA). The Council has granted a long ground lease of the site to a third-party and so the Council's legal interest in the site is limited. The council is not the applicant. In this respect, the Council's constitution states in relation to Matters reserved for the Planning Committee:

On Council owned land, where the Council is not the applicant, where significant material planning objections are received during the consultation process and which the Head of Planning, in consultation with the Chairman of the Planning Committee, determines should be subject to members' consideration;

In this case no planning objections have been received and a Delegated Decision is, therefore, appropriate.

2 Planning History

APP/13/00442 - Display of 3No. internally illuminated fascia signs, PERM,30/07/2013

3 Proposal

Display of 1No. non-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)

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

5 Statutory and Non Statutory Consultations

Conservation Officer

No Objection. The proposed sign is modest in size and would not affect the Conservation Area, nor the Building of Local Interest opposite.

Councillor I Payter - St Faiths

No comment.

Councillor J Branson - St Faiths

No comment.

Councillor T Pike - St Faiths

No comment.

Hampshire Highways

The Highway Authority is satisfied that the proposed signage will not lead to a detrimental impact on the wider highway network and thus provides no objection 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: 28

Number of site notices: 2

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

(i) Impact on Visual & Residential Amenity

- 7.2 The proposed signage would comprise a single, non-illuminated projecting sign on the western elevation of the existing shop front facing Park Road South. The proposed signage would be approximately:

- 0.1m in depth; and
- 0.6m in height (and would be 2.5m above ground level); and
- 0.6m in width (with a maximum projection from the building of 0.7m).

- 7.3 The proposed signage would comprise letters and symbols of a maximum height of 0.2 metres and would include the “Majestic” branding in muted colours with white text and grape illustration and colourings on a grey / slate colour background. Finally, the proposed signage would be made of finished aluminium and would be oversailed by the existing balcony above.

- 7.4 Moreover, the proposed signage would be modest in size and in keeping with the existing branding and design used across the site’s northern and western frontages. The proposal would be non-illuminated and would conserve the heritage of Havant Borough in line with Policy CS11 of the HBLP (Core Strategy) 2011 and Policy DM20 of the HBLP (Allocations Plan) 2014. Finally, the proposal 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 to / impact on the amenities of the residential units above, nor the visual amenities of the wider locality, and so would meet Policy CS16 of the HBLP (Core Strategy) 2011 and the Criteria (1), (2) and (4) of Policy DM21 of the HBLP (Allocations Plan) 2014.

(ii) Impact on Highway Safety

- 7.5 The proposed signage would project over a raised footpath. However, the raised footpath does not form part of the Adopted Public Highway and is, instead, within the curtilage, and therefore responsibility, of the application site.

- 7.6 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 HBLP (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/22/00188 subject to the following conditions:

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

Drg No. 22-00308_SLP01 Location Plan

Drg No. 22-00308_BP01 Block Plan

Drg No: 010866 – Proposed Signage

Reason: - To ensure provision of a satisfactory development.