

Recommendation: **GRANT ADVERTISEMENT CONSENT**

- 90/50093/001 - Retention of satellite dish on south (front) elevation., REF,15/04/1991
01/50093/006 - Single storey flat roofed extension to existing kitchen (South Elevation)- Revised application., PERM,20/11/2001
01/50093/005 - Single storey flat roof extension to existing kitchen (south elevation) and formation of garden furniture compound on west boundary, PERM,15/05/2001
00/50093/004 - Canopy to internal yard area to north/west., PERM,29/01/2001
98/50093/003 - Alterations to existing car park layout (part retrospective), PERM,24/11/1998
95/50093/002 - Refurbishment of trading areas entrance canopy extension, an work to external areas and fencing., INV,02/07/1996
06/50093/007 - Extension to existing restaurant and extension to existing ladies toilet

with new disabled access ramp., WD,18/07/2006

06/50093/008 - Single storey extension to bar/restaurant to front (east) and side (north) elevations, new disabled toilet and access ramp to north elevations, revision to car parking layout., REF,17/11/2006

APP/10/00518 - Retention of 1No. externally illuminated fascia sign to east elevation, 1No. externally illuminated and 1No. non-illuminated sign to south elevation and 2No. externally illuminated post signs to south and east boundary., PERM,01/11/2010

APP/20/00316 - Change of use Class A3 (restaurant) to Class A1 (foodstore) with single storey side extensions and alteration to access., PERM,09/12/2021

APP/20/00283 - Installation of plant equipment associated with proposed foodstore within external enclosure at the rear, northern side of the building. PERM, 09/12/2021

3 Proposal

Display of 2No. Internally Illuminated Co-op Logo; 1No. Non illuminated Welcome text; 1No. internally illuminated totem; 2No. non-illuminated sign posts; 6No. wall mounted banner frames; 1No. wall mounted vinyl sign; 3No. vinyl post mounted signs; 2No. vinyl laminate 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)
DM10 (Pollution)

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 D Guest

No comment.

Councillor Gary Robinson

No comment.

Councillor Mark Inkster

No comment.

Environmental Health Manager, Community Group

No comment.

Hampshire Highways - No Objection

The Highway Authority raise no objection to the location of the proposed totem and signage.

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: 36

Number of site notices: 3

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the Advertisement Regulations and 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 site has planning permission for a Class E use for retail. The site is located within a small shopping area. The building sits back into the site, with a car park to the front. There would be signs on the building, (two of which would be illuminated), including banners, which would add interest to the blank facades of the building whilst being appropriate in scale on the elevations in question. The signs outside the building would aid the functioning of the premises. An illuminated Totem sign approximately 3.5m high would be sited in the south east corner of the site, with the intention that it would be viewed from Belmont Grove and Bedhampton Road. The illuminations would be on during opening hours of the premises. When the proposal is viewed against the backdrop of the retail use and this small shopping area these signs are not considered to have a detrimental effect on visual amenity. It is noted no objection has been raised by third parties to the proposal.

7.3 It is considered the proposal would 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) 2014.

(ii) Highway safety

7.4 Hampshire Highways has been consulted over the proposal and raised no objection. Therefore, the proposal is not considered to have a negative impact on highway

safety, both for vehicular and pedestrian movements, in accordance with Policy DM21 of the HBLP (Allocations) 2014.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00530 subject to the following conditions

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

Location Plan
External Signage Scheme, CFN: Bedhampton Road's Format:EC DRAWING
27591v01_04

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 300 candelas per m2.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 3 All the illuminated signs hereby permitted shall only be illuminated during the opening hours of the associated retail premises.
Reason: In the interests of visual amenity and having regard to Policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.