

Recommendation: **GRANT ADVERTISEMENT CONSENT**

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM20 (Historic Assets)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer

APP/21/01008 – 21-23 West Street, Havant. _

Background

The application site is located in the pedestrianised section of West Street in Havant Town Centre. It comprises a two-storey commercial unit currently used as a bank. The site is immediately adjacent to the boundary line of the St Faith's Conservation Area.

Legislative and Policy Context _

When assessing the proposal, the following legislation and policy context is taken in consideration.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.

The revised NPPF (July 2021) sets out in Chapter 16, the core principles relating to development affecting Heritage Assets that local planning authorities should consider in making planning decisions in the following paragraphs:

With regards to local planning policy, the following are relevant:

Policy CS11 of the Core Strategy states that planning permission will be granted for development that:

Protects and where appropriate enhances the borough's statutory and non-statutory heritage designations by appropriately managing development in or adjacent to conservation areas, listed buildings, scheduled ancient monuments, historic parks and gardens, archaeological sites, buildings of local historic or architectural interest.

Policy CS16 (1a) of the Core Strategy states 'Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax. All development should demonstrate that its design:

Identifies and responds positively to existing features of natural, historic or local character within or close to the proposed development site'.

Policy DM20 of the Allocations Plan states that planning permission will be granted for development proposals that conserves and enhances the historic assets of Havant. It also states that application which affect, or have the potential to affect, heritage assets are expected to provide a Heritage Statement that:

1. Describe the significance of the asset and its setting, using appropriate expertise and where necessary original survey, at a level of detail proportionate to its significance and sufficient to understand the potential impact of the proposal.
2. Sets out the impact of the development on the heritage assets and mitigation that is proportionate to the impact and the significance of the heritage asset, including where possible positive opportunities to conserve and enjoy heritage assets.

Proposal: _

The proposal comprises the following:

- Installation of 1No. illuminated 55" digital screen behind the glazing of the front elevation facing onto West Street

Assessment: _

The screen would sit within the existing commercial frontage of the building which already has illuminated signage. Overall, the proposal would not detract from the character of the adjacent conservation area and is considered to meet the test of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.

No Objection

County Archaeologist

Thank you for your consultation. Although located within the historic core of the town, in the absence of any substantive groundworks I would not raise any archaeological issues,

Hampshire Highways

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wish to make the following comments.

The applicant is proposing to install 1 55" internally illuminated sign with illuminance levels of 800 cd/m². Due to the light source not being visible to road users and vehicles, the Highway Authority are satisfied that the greater than acceptable luminance levels will not act as a distraction to road users.

Having regard to the above, the Highway Authority can confirm that the above planning application will not have a detrimental impact on the wider highway network and therefore provide no objections.

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: 3

Number of site notices: 1

Statutory advertisement: 22/10/2021

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) Impact upon Conservation Area
- (iii) Highway safety
- (iv) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed digital screen would be situated within the inside of the front elevation of the premises facing on to the pedestrianised area of the town centre. The application site is an established building with further retail units established along the same side and opposite the site within West Street. The proposed screen will be implemented in an area which is characterised by commercial premises and containing existing signage. The new screen is in context to the immediate vicinity, and it is therefore judged it would not have an adverse impact on the street scene. It is not considered that the proposed advert will cause any detriment to amenities of residents as the location includes signage expected within a vibrant and active retail area. It is considered the proposal covers requirements of policy DM21 of the HBLP (Allocations).

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) Impact upon Conservation Area

7.4 As the screen would sit within the existing commercial frontage of the building which already has illuminated signage, the proposal would therefore not detract from the character of the adjacent conservation area and is considered to meet the test of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The Conservation Officer therefore provided no objection to the proposal.

(iii) Highway safety

- 7.5 Hampshire Highways have been consulted and they have commented due to the light source not being visible to road users and vehicles, the Highway Authority are satisfied that the greater than acceptable luminance levels will not act as a distraction to road users. The Highway Authority therefore provide no objections.

(iv) Effect on residential amenity

- 7.6 Due to the location of the site being within a Town Centre and this proposal being located within the ground floor of the existing premises it is not considered that there will be any undue impact on residential amenity.

8. Conclusion

- 8.1 The application is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/01008 subject to the following conditions

- 6 The intensity of illumination shall not exceed 800 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).

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

Site Location Plan - Drawing No. SID21021-006-SP - Received 02 September 2021

Existing External Elevations - Drawing No. SID21021-011-011 - Received 02 September 2021

Proposed External Elevations - Drawing No. SID21021-010-011 - Received 02 September 2021

Reason: To ensure provision of a satisfactory development.