

APP/16/00629 - off white k render, Red/ Orange brick to match existing, Through colour render, UNK,
APP/19/00136 - Reduce branches of 1No. Ash (T3) on eastern sector back 1.5 to 2.5m (back to stems in line with driveway edge). Subject to TPO 1795.,
REF,03/04/2019
APP/21/01164 - Retention of an ATM in shop front., DEL,

3 Proposal

Display of 1No. internal illumination and screen to the ATM fascia; 1No. Internally illuminated Free Cash Withdrawals sign above the ATM; 1No. Blue LED halo illumination to the surround

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

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

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

The Highway Authority can confirm that the illuminance levels of 28.478 cd/m² are acceptable and will not provide a distraction to road users and vehicles.

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: 8

Number of site notices: 1.

Statutory advertisement: Not applicable.

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) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The signs are located on the front of the shop consists of a modern design with a black bezel surround and illuminated Free Cash withdrawals signage. White internally illuminated lettering out of the black background. ATM surround with blue LED halo illumination white internally illuminated lettering out of the black background. As the site is situated in a parade of established commercial units , it is considered the signs would not have an adverse effect on the visual amenity of the immediate locality. It is deemed the scheme covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The parade in which the unit is located is set back approximately 10 metres from the highway, therefore it is considered that the signage would not pose a risk to highway safety.

(iii) Effect upon residential amenity

7.4 The extent of the illumination is considered acceptable in terms of levels and it is considered that a condition can be added to ensure that the level of lighting is of a static nature and of low intensity. It is considered that this will help to ensure that the immediate neighbours amenity is unaffected.

8 Conclusion

8.1 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. Therefore the proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/01165 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 intensity of illumination shall not exceed 100 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 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form - Received 06 October 2021

Design and Access Statement - Received 06 October 2021

Location Plan - Received 06 October 2021

Block Plan - Received 06 October 2021

Pre-Existing Plan and Elevations - Drawing No. T020574_PE - Received 06 October 2021

As Installed Plan and Elevations - Drawing No. T020574_AI - Received 06 October 2021

Typical Fascia Elevations - Drawing No. NM-GA-F-1-B - Received 06 October 2021

Reason: To ensure provision of a satisfactory development.