
Site Address:	259 Middle Park Way, Havant, PO9 4NQ		
Proposal:	Display of 2No. non illuminated fascia signs and 1No. externally illuminated fascia sign.		
Application No:	APP/16/00983	Expiry Date:	17/11/2016
Applicant:	Mr Rigby		
	One Stop Store		
Agent:	Mr Johnston	Case Officer:	Karen Wooden
	Innovate Signs		
Ward:	Warren Park		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is an existing One-Stop convenience store located at the junction of Middle Park Way and Swaythling Road. There is a pedestrian area to the front of the shop. The local area is predominately residential.

2 Planning History

99/57831/003 - Fascia display sign (internally illuminated) for proposed ATM in shopfront, PERM,02/03/2000
99/57831/004 - Installation of ATM to shopfront, associated works and erection of bollard to front, PERM,02/03/2000
92/57831/000 - Retrospective application to retain fire door ramp & barrier rails on east elevation., PERM,
07/57831/005 - Retention of 2No. internally illuminated wall mounted display units., PERM,18/01/2008

3 Proposal

Display of 2No. non illuminated fascia signs and 1No. externally illuminated fascia sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

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

Highways Development Engineer
No adverse comment

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: 9

Number of site notices: Not applicable.

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) Principle of development
- (ii) Visual amenity and Highways issues
- (iii) Effect on residential amenity

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Visual amenity and Highways Issues

The proposal is to replace the existing blue and red non illuminated fascia sign with an illuminated red and white fascia sign. It is considered to be of a scale and appearance that is appropriate to the site, and will not be harmful to the visual amenity of the area or to users of the highway. The Development Engineer has no adverse comment to make in relation to this application. A condition will be added to this consent relating to the levels of illumination

(iii) Impact upon residential amenity

No objections have been received in relation to this application. It is not considered that the replacement signage will cause an unacceptable degree of detriment to the amenity of the adjacent residential dwellings.

8 Conclusion

The proposed advertisement signage is considered to be of a scale and appearance that is appropriate and in keeping with the surrounding area, and would be unlikely to appear out of character within the streetscene. It would be unlikely to distract users of the adjacent highway and would not adversely affect residential amenity. The

recommendation is permission subject to conditions.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00983 subject to the following conditions

- 1 The intensity of illumination shall not exceed 250 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 Publication Local Plan (Allocations).