
Site Address: Eastbound Petrol Service Station, A27 Havant Emsworth Bypass, Emsworth, PO10 7RB
Proposal: Retention of 3 No. non illuminated fascia signs on associated ATM.
Application No: APP/16/00419 Expiry Date: 04/07/2016
Applicant: Ms N Dickinson
New Wave Installations
Cardtronics UK Ltd
Agent: Mr D Ager Case Officer: Bee Crawford
Des Ager Design and Planning
Consultant
Ward: Emsworth

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a petrol filling station located adjacent to the east bound carriageway of the A27.

2 Planning History

APP/16/00420 - Retention of installed ATM, running concurrently with this application.

3 Proposal

- 3.1 The application is for the retention of 3 No. non illuminated fascia signs on associated ATM located to the front of the service station shop.

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
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

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

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

No adverse comments.

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: 0

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received:

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and highway safety, having regard to the development plan and any material considerations. These will be referred to in their relevant considerations:

- (i) Amenity
- (ii) Highway Safety

(i) Amenity

7.2 The proposed signs would be displayed on the elevations of the ATM pod subject of planning application APP/16/00420 which is located to the front of the service station shop, towards the northern end of the building. The signage is in context to the immediate vicinity and is therefore judged it would not have an adverse impact on the wider area. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The Development Engineer has been consulted and does not raise any issues to the scheme with regard to highway safety.

8 Conclusion

The proposed signage is considered to be appropriate to the site and its context, compliant with relevant policy, and would not have any detrimental effect on either amenity or public safety and is accordingly recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00419 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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan

Block plan

Drg No. E008841 Existing and proposed elevations and floor plan

Drg No. CTS0192 Proposed elevations of pod

Drg No. NW0175 Proposed signage details

Reason: - To ensure provision of a satisfactory development.