
Site Address:	12 The Pallant, Havant, PO9 1BE		
Proposal:	Display of 2No. non-illuminated fascia signs.		
Application No:	APP/16/00732	Expiry Date:	13/09/2016
Applicant:	Mr Fletcher		
Agent:	Mr Knight	Case Officer:	Heather Lealan
	Knight Architectural Design		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

12 The Pallant, Havant, PO9 1BE is a former shop unit that has last been in a D1 use. The site is located on the southern side of The Pallant adjacent to St Faiths Church and lies within the identified Havant Town centre boundary. There is no parking provision available on site but the site lies within close proximity to a number a public car parks.

The site lies within the St Faiths conservation area.

2 Planning History

08/56402/000 - Conversion and extension of existing single storey shop to two storey 3No. 1 bed flats and shop., REF,13/08/2008

08/56462/001 - Demolition of existing lean-to extension and outbuildings to rear of 12 The Pallant. Conversion and extension of existing single storey shop to 1No. single storey 2 bed flat and shop., PERM,27/05/2009

08/56462/002 - Application for Conservation Area Consent for demolition of existing lean-to extension and outbuildings to rear of 12 The Pallant., NFA,02/11/2012

APP/10/00534 - Change of use of front shop and store room from Class A1 to Class A2 and rear outhouse/store room from Class B8 to Class D1. Alterations to roof including new raised roof to rear outhouse/store and alterations to windows and door including new roof lights., WD,08/12/2010

APP/10/00866 - Proposed change of use of front shop and store room from A1 (Retail) to A2 (Financial and Professional Services); rear outhouse and store room to be changed from B8 (Storage and Distribution) to D1 (Non-residential Institution)., PERM,21/12/2010

APP/11/01322 - Discharge of Conditions No's 2 and 3 of Planning Permission

APP/10/00866. , PERM,16/11/2011

APP/16/00731 - Change of use from Class Use D1 to Class Use A1., DEL,

3 Proposal

Display of 2No. non-illuminated fascia signs.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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

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: St Faiths

5 Statutory and Non Statutory Consultations

Development Engineer

No adverse comment

Conservation Officer

The Conservation Officer raised concerns with regard to the initial scheme and the scheme has been amended by the applicant in light of these comments. The CO has provided revised comments in light of the amended plans, withdrawing his objection.

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: 10

Number of site notices: One

Statutory advertisement: 06/08/2016

Number of representations received: 0

7 Planning Considerations

- (i) Principle of development
- (ii) Impact on Visual Amenity
- (iii) Impact on Highway Safety
- (iv) Impact on Conservation Area

- (i) Principle of development

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

(ii) Impact on Visual Amenity

7.3 The proposed non-illuminated signage is relatively low key and appropriate to the appearance of the Conservation Area..

7.4 It is therefore considered that the high quality, low scale advertisements would respect the visual amenity of this section of The Pallant, including its designated Conservation Area status. The signage therefore accords with the requirements of policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

(iii) Impact on Highway Safety

7.5 The proposed non-illuminated signs would not cause a distraction to highway users as confirmed by the Council's Highway Engineer.

(iv) Impact on the Conservation Area

7.6 It is considered that the proposed adverts are of a size and design that would not cause any adverse impact on the character of the Conservation Area and therefore complies with policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

8 Conclusion

8.1 The proposal is considered to be acceptable and it is recommended that advertisement consent is granted.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00732 subject to the following conditions

1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Proposed Elevations drwg.no KAD/01/A/Plan B received 25 August 2016

Proposed side elevation advert received 25 August 2016

Proposed front elevation advert received 25 August 2016

Reason: - To ensure provision of a satisfactory development.