
Site Address: McDonalds Restaurant, 31-33 West Street, Havant, PO9 1ER
Proposal: Installation of 3No. new internally illuminated fascia signs and re-lamping of 2No. existing internally illuminated projecting signs.
Application No: APP/16/00056 Expiry Date: 10/03/2016
Applicant: McDonald's Restaurants Ltd Team: Team 1
Agent: Mrs Carpenter Case Officer: Heather Lealan
Planware Ltd
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

McDonalds Restaurant 31-33 West Street, Havant, PO9 1ER. The unit is located on a prominent corner of west street and Park Road North and is an existing McDonalds restaurant.

2 Planning History

90/52727/010 - Display of 4 No. flags containing McDonalds logo one on existing flagpole and the remainder on 3 No. new flagpoles projecting 2m above roof., REF,
90/52727/011 - Variation of condition 4 of Planning Permission 89/52727 to permanently modify opening hours to 07.00 - 23.00, Mon - Sun (following 12 month trial period)., PERM,09/08/1990
90/52727/012 - Retention of 2 no.wall mounted external security cameras at McDonalds restaurant s., REF,
02/52727/016 - Install ATM machine through shop front fronting West Street., PERM,22/07/2002
02/52727/017 - Internally illuminated static fascia panel., PERM,22/07/2002
96/52727/015 - Two No. non-illuminated banners at first floor level to north and west elevation s, REF,15/01/1997
93/52727/014 - Sign displayed in first floor south facing window, PERM,17/01/1994
08/52727/018 - Provision of disabled access to West Street elevation. External alterations to front and side elevations., PERM,01/09/2008
08/52727/019 - Display of 3No. externally illuminated fascia signs to front and side elevations; 2No. internally illuminated projecting signs to front and side elevations. 1No. internally illuminated box sign to rear elevation., PERM,01/08/2008
08/52727/020 - 1.Existing external planters to be removed. 2.26 no. rows of Oak slats at high level fixed to existing timber panel which is to be decorated. 3 no. rows of oak slats to be mechanically fixed internally either direct to glazing frame or via support brackets at suitable centres. 3.Remove existing fascia signage, replace with new aluminium fascia panel to replace existing panel and finished along with travertine to match Dulux 90YY 07/093 Khaki Green. 4.Redecorate entire elevation including travertine returns, soffit and glazing frames in Dulux 90YY 07/093 Khaki Green. 5.1

set of existing doors to be replaced with new incorporating oak timber handles. Both doors to be automated to allow easier access for disabled customers and to comply with DDA Regulations. 6. Install window/door decals to DDA requirements finished 900mm and 1500mm from AFL. 7. Replace existing soffit lighting with new. 8.3 no. colour coated trough lighting units to be situated above signage to provide external illumination., UNK,

09/52727/021 - Variation of Condition 4 of Planning Permission 89/52727 to allow restaurant to open 5am - 11pm Sunday to Thursday and 5am - 3am Friday and Saturday., WD, 10/06/2009

09/52727/022 - Variation of Condition 4 of Planning Permission 89/52727 to allow restaurant to open 5am-11pm seven days a week., TPP, 12/10/2009

09/57719/021 - Renewal of Planning Permission 04/57719/015 and 04/57719/020 for street market to operate on Tuesdays and Saturdays in West Street Havant Precinct and on Tuesdays only outside St. Faiths Church plus for occasional use of specialist markets on other days., TPP, 14/12/2009

APP/14/00995 - Renewal of Planning Permission 09/57719/021 for street market to operate on Tuesdays and Saturdays in West Street, Havant precinct, and on Tuesdays only outside St. Faiths Church, and for occasional use of specialist markets on other days., TPP, 21/11/2014

APP/16/00055 - Refurbishment and reconfiguration of shopfront to north and west elevations, and installation of graphics to external south and west-facing walls., PERM,

3 Proposal

Installation of 3 No. new internally illuminated fascia signs and re-lamping of 2 No. existing internally illuminated projecting signs.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM10 (Pollution)

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

Development Engineer

No 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: 26

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: None

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) Residential and Visual Amenity
- (ii) Highway Safety

(i) Residential and Visual Amenity

It is not considered that the re-lamped adverts will cause any detriment to the amenities of residents of the Town Centre, given that this is a well lit location and it includes signage expected within a vibrant and active commercial centre. It should be conditioned that the adverts are of the non-intermittent type. The internal TV stands and illuminated sign to the Park Road elevation are all new additions but are in accordance with the modern appearance of the McDonalds store.

(ii) Highway Safety

It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway.

8 Conclusion

8.1 It is considered that the adverts are reasonable in terms of the impact on the visual amenities of the streetscene and the impact on users of the adjacent highway. As such the proposal accords with policies CS16 and DM10 of the Core Strategy and DM12 of the Allocations Plan.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00056 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 Compulsary Purchase Act 2004.

- 2 (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.

- 3 No part of the signage shall be illuminated other than as hereby permitted.
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)
- 4 The illumination of the proposed signage shall be of a non-intermittent type.
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).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan drwg.no 0912-0330-01 rev A received 14 Jan 2016
Block Plan drwg.no 0912-0330-02 rev A received 14 Jan 2016
Existing & Proposed Internal Layouts drwg.no 0912-0330-06 rev B received 14 Jan 2016
Existing & Proposed Advertisement Elevations drwg.no 0912-0330-09 rev A received 14 Jan 2016
Information sheet NEC MultiSync P463 received 14 Jan 2016
Technical Specification NEC MultiSync P463 received 14 Jan 2016
TV Stand Frame Full Assembly drwg.no 42445 rev H received 14 Jan 2016
TV Stand Frame Main Post drwg.no 42445 rev H received 14 Jan 2016

Reason: - To ensure provision of a satisfactory development.