
Site Address:	Natwest, 22 Mengham Road, Hayling Island, PO11 9BL		
Proposal:	Display of 1No. fixed illuminated ATM surround.		
Application No:	APP/16/00123	Expiry Date:	08/04/2016
Applicant:	The Royal Bank of Scotland	Team:	Team 1
Agent:	Jennifer Masey	Case Officer:	Harriet Pitney
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises a two storey detached building with a flat roof and brick built elevations, partially tile hung at first floor level. At ground floor level is a commercial unit which was previously occupied by Natwest albeit is now unoccupied. The shop front currently comprises a glazed entrance doorway incorporating the existing ATM and an additional glazed window. Above the shop front is a purple fascia sign with white lettering and the Natwest logo. The building is set back from the highway with a widened pedestrianised footpath.

To the east of the building, there is a widened pedestrianised footpath with access onto Selmore Road and the west of the building is currently occupied by a funeral directors.

2 Planning History

02/55395/005 - Display of internally illuminated shop fascia sign, double sided projecting sign, ATM sign and various non illuminated information signs to front (north) elevation. Display of internally illuminated sign to rear (south) elevation., PERM,14/10/2002

00/55395/004 - Installation of satellite dish to south elevation., PERM,14/11/2000

00/55395/003 - Erection of non-illuminated free-standing Public Notice Board to northern boundary of car park, PERM,25/08/2000

97/55395/002 - Construction of disabled persons ramp at front entrance, PERM,05/06/1997

94/55395/001 - Proposed pedestrian entrance ramp., WD,15/04/1994

90/55395/000 - Extension of existing vehicular access onto Selmor Road., PERM,

APP/16/00125 - Installation of new access door and relocation of 1No. ATM with illuminated surround., PERM,

3 Proposal

This application seeks to install a new access door and relocate the existing ATM with an illuminated surround to the north elevation of the building.

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

FAO Estates Manager, Corporate Group

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: 12

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

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary: No comments received.

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) Neighbouring amenity
- (iii) Highway safety

- (i) Visual amenity

The use of colour and size of the proposed lettering is considered to be in keeping with the palette of colour within the immediate area and is unlikely to result in a form of

development that is out of keeping with the area.

(ii) Neighbouring amenity

The site is located in a relatively busy road comprising a mixture of commercial uses at ground floor and residential flats above. Although the ATM may be used outside normal business hours it is considered that the proposed illumination would not cause an unacceptable degree of detriment to the amenities of the adjacent commercial/residential units.

(iii) Highway safety

It was not considered necessary to consult the Development Engineer as an ATM already exists in this location and the relocation of the unit is not considered to result in any increased impact. The proposal is set back from the highway by a widened pedestrian footpath and is therefore it is unlikely that the proposal would compromise highway safety in this location.

8 Conclusion

The proposed design and siting of the ATM fascia is considered to be acceptable and is therefore recommended for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00123 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 The development hereby permitted shall be carried out in accordance with the following approved plans:

Red line plan- received 19th February 2016

Illumination levels- received 19th February 2016

Proposed signage- received 19th February 2016 (drawing number- 200306/HAL/D03)

Design and access statement- received 19th February 2016

Reason: - To ensure provision of a satisfactory development.