
Site Address: 4 West Street, Havant, PO9 1PE
Proposal: Display of non-illuminated box letters and background panel to North Street frontage and keyline pelmet lighting beneath existing cornicing to West Street frontage and curved corner frontage.
Application No: APP/15/01393
Applicant: Lloyds Banking Group
Agent: Mrs Wehrle
Ward: St Faiths
Expiry Date: 10/02/2016
Team: Team 1
Case Officer: Bee Crawford
Blaze Neon Ltd

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is an older style four and two storey terraced building situated on the corner of West Street and North Street, housing Lloyds Bank situated in St Faiths Conservation Area. It has elevations of red multibrick, grey cladding and white render with a slate pitched and hipped roof and flat roof.
- 1.2 The adjoining and surrounding properties are a mixture of older style two and three storey attached non-listed and listed properties with St Faiths Church opposite in Havant town centre of commercial use with some residential above.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 Display of non-illuminated box letters and background panel to North Street frontage and keyline pelmet lighting beneath existing cornicing to West Street frontage and curved corner frontage. The plans also show 2 coloured vinyls to the upper part of the ground floor windows to the West Street elevation, although these would fall within the realms of deemed consent.

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

Conservation Officer

No objection following the submission of revised plans. If the scheme is to be granted I would advise the illumination is restricted to business hours.

FAO Mr P Marshall, 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: 18

Number of site notices: 1

Statutory advertisement: 01/01/2016

Number of representations received: 0

7 Planning Considerations

Amended plans received 5 Feb following concerns by CO

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) Highway Safety

(i) Visual Amenity

7.2 Following advice from the Council's Conservation Consultant and subsequent receipt of amended plans, the proposal does not incorporate any change to the Lloyds Bank lettering on the West Street elevation and is for pelmet lighting only to the West Street frontage and the curved corner frontage. The North Street frontage is non-illuminated and comprises a matt green fascia board and individual white painted lettering.

7.3 The site is situated in Havant town centre and the application is to update existing

signage which has been amended to reflect the setting of the Conservation Area. Therefore, it is considered that the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

- 7.4 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01393 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 No part of the fascia 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).

- 3 The illumination of the proposed sign 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).

- 4 The intensity of illumination shall not exceed 600 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).

- 5 The signs should be illuminated during business hours only.
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).

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

Drg No. 105104 Version B	Location plan and existing elevations
Drg No. 105104 Version B	Proposed elevations plans and signage
details	
Letter dated 05/02/16 detailing revisions to proposals	

Reason: - To ensure provision of a satisfactory development.