
Site Address:	33 East Street, Havant, PO9 1AA		
Proposal:	Display of 1No. non-illumination fascia sign.		
Application No:	APP/16/00305	Expiry Date:	31/05/2016
Applicant:	Guinness Partnership		
Agent:	Miss Wooler	Case Officer:	Bee Crawford
	Perfectionist Projects		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a modern four storey building in a terrace located in St Faiths Conservation Area. It has a flat roof and elevations of dark red brick, slate tile hanging and glazing at ground floor. It is situated in an area of medium density with a mixture of two, three and four storey commercial and residential premises of different ages style and design.

2 Planning History

None relevant to this application.

3 Proposal

Display of 1 no. non-illumination fascia sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM8 (Conservation, Protection and Enhancement of Existing Natural Features)

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

FAO Conservation Officer, Development Control

No objection. The proposed fascia sign is of size and design that would not cause

any adverse impact on the character of the listed building or the Conservation Area. It is also proposed to be non-illuminated and constructed in a similar style to the existing which is supported. As such the proposals are considered to be appropriate.
No conditions required.

FAO Mr P Marshall, Development Engineer

The Highway Authority has no adverse comment to this application.

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: 50

Number of site notices: Not applicable.

Statutory advertisement: 15/04/2016

Number of representations received: 0

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 The proposal is to replace existing signage and would be located on the front (south) elevation of the premises, with green and black flat lettering on a white background. The site is located to the east of Havant town centre and falls within St Faiths Conservation Area.

7.3 The Council's Conservation Consultant advised the the size and design of the non-illuminated sign would not have a detrimental impact on the character of the Conservation Area and as such the proposal is judged to be appropriate. 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 proposed replacement signage is considered to be acceptable and therefore the application is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00305 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.
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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan
Proposed front elevation plan
Existing photograph of front elevation
Proposed photograph of front elevation

Reason: - To ensure provision of a satisfactory development.

