
Site Address:	181-183 Havant Road, Hayling Island, PO11 0LG		
Proposal:	Display of 1No. ATM with black bezel surround and white illuminated lettering 'Free Cash Withdrawals' on black background. Blue LED halo illumination to ATM surround. (Retrospective)		
Application No:	APP/16/00438	Expiry Date:	10/08/2016
Applicant:	Ms Clark NotMachine Uk Ltd		
Agent:	Mrs Wilbond NoteMachine UK Ltd	Case Officer:	Emma Chisnall
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a Euro Garage Filling Station and the ATM is located to the front elevation of a SPAR retail shop which is onsite. The site lies along Havant Road and is one of two petrol stations in Hayling Island. The site is surrounded by residential dwellings to the east and far north but immediately to the north, south and west of the site is open land.

2 Planning History

99/53358/005 - Installation of Automatic Telling Machine to front of shop, PERM,22/09/1999
99/53358/006 - Crown raise and deadwood an Oak tree (T1) subject to TPO 1167, PERM,26/11/1999
97/53358/004 - Internally illuminated sign., INV,19/03/1998
06/53358/010 - Display of 17 No. illuminated and non-illuminated wall mounted signs, fascia signs, totem signs and free standing directional signs., WD,01/02/2007
08/53358/013 - Installation of freestanding ATM cash machine., PERM,11/09/2008
APP/13/00536 - Display of 1No. illuminated free standing double sided totem sign., PERM,23/07/2013
APP/15/00056 - Display of 16 No. forecourt signs, comprising 2 No.externally illuminated breaking wave signs; 2 No. externally illuminated blade signs; and non illuminated signs comprising 2 No. koala signs; 8 No. pump number signs and 2 No. end cap signs., PERM,26/02/2015
APP/16/00437 - Retention of ATM and 2No. steel anti ramraid bollards in front of ATM installation. (Retrospective), DEL,

3 Proposal

1No. ATM with black bezel surround and white illuminated lettering 'Free Cash Withdrawals' on black background. Blue LED halo illumination to ATM surround to be 100 candelas. The application is retrospective and therefore the applicant is seeking to regularise the development.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Havant Borough Design Guide Dec 2011

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways Comment:
No adverse comment in regards 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: 2

Number of site notices: 1.

Statutory advertisement: Not applicable.

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) Principle of development
- (ii) Impact upon amenity
- (iii) Impact upon public safety

- (i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. The principal to installing signage to existing buildings is accepted in both the emerging Allocations Plan (Policy DM21) and the NPPF which states:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. (para 67).

The Government is committed to fostering economic development and provision of appropriate advertising can help 'brand' and identify business locations. The proposal to provide signage to a newly constructed ATM is therefore supported in principle, subject to an assessment of the appropriateness of the scale and designs on the building and its surroundings.

(ii) Impact upon amenity

The extent of the illumination is considered acceptable in terms of levels and it is considered that a condition can be added to ensure that the level of lighting is of a static nature and of low intensity. It is considered that this will help to ensure that the immediate neighbours' amenity is unaffected. The advertisements have used a palette of colour already in use within the existing ATM which is typical in the design of ATM machines. The context, scale and nature of the development is therefore in keeping with the retail function and appearance of the area. It is therefore considered that the fascia to the ATM surround will help update the exterior and therefore benefit the character of the streetscene.

(iii) Impact on public safety

The signs are installed to the front of the petrol station, away from the main road and thus will not pose a distraction to motorists. In this context the Development Engineer has confirmed that he has no objections to the signs on the highway safety grounds.

8 **Conclusion**

The proposed internally illuminated sign is appropriate to the retail function of the site and surrounding area and would not result in unacceptable harm to the amenity of the area nor public safety. It is therefore recommended that advertisement consent be granted.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00438 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 The intensity of illumination shall not exceed 100 candelas per m2.

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:

Site and Location Plan: Licence Number 100051661

Existing Front Elevation Plan: Reference Number NM-04-2016-74-1

As Installed Front Elevation: Reference Number NM-04-2016-74-2

Reason: - To ensure provision of a satisfactory development.