
Site Address:	4-6 East Street, Havant		
Proposal:	Display of 1No. non-illuminated fascia and 1No. hanging sign.		
Application No:	APP/16/00160	Expiry Date:	08/04/2016
Applicant:	Mr Darville	Team:	Team 1
Agent:		Case Officer:	Karen Wooden
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site comprises a 3 storey Grade II listed building located in the centre of St Faiths Conservation Area in Havant. The local area consists of a mixture of residential, retail and commercial properties.
- 1.2 The building dates back to the late 19c and comprises a commercial unit to the ground floor, with residential accommodation on the first and second floors. Although the ground floor unit has been vacant for in excess of two years, the previous occupants advertisements are still displayed on the front elevation by means of 1No. non illuminated fascia and 1No. hanging sign.

2 Planning History

92/50167/004 - Listed Building Application for removal of internal partitions., ZHIS,26/08/1992
92/50167/005 - Change of use of ground floor to retail (A1) with new shop front, and creation of 4 No. 1 bedroom flats on 1st and 2nd floors., PERM,26/11/1992
92/50167/006 - Listed Building Application for internal and external alterations including installation of new shop front, PERM,26/11/1992
93/50167/008 - Removal of chimney breast at first and second floor level, ZHIS,18/05/1993
APP/13/00881 - Listed Building Consent for replacement of existing sash windows with UPVC glazed sash windows., REF,30/10/2013
APP/13/00880 - Replacement of existing sash windows with UPVC glazed sash windows., REF,30/10/2013
APP/16/00159 - Listed Building Consent to mount external signage., DEL,

3 Proposal

- 3.1 Display of 1No. non-illuminated fascia and 1No. hanging sign.

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)

Listed Building Grade: II
Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer

The proposed adverts are of size and design that would not cause any adverse impact on the character of the listed building or the Conservation Area. They are also proposed to be non-illuminated and constructed of wood, which is encouraged. No conditions.

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: 22

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 on Visual Amenity
- (iii) Impact on Highway Safety
- (iv) Impact on a Listed Building and Conservation Area

(i) Principle of development

7.2 The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact on Visual Amenity

7.3 The proposed non-illuminated signage would primarily replace and update the existing signage. The additional signage is relatively low key and appropriate to the appearance and setting of the Listed Building and the Conservation Area to which the advertisements would be attached.

- 7.4 It is therefore considered that the high quality, low scale advertisements would respect the visual amenity of this section of East Street, including its historic setting. The signage therefore accords with the requirements of policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

(iii) Impact on Highway Safety

- 7.5 The proposed non-illuminated signs would not significantly alter the existing signage for the site. The replacement signage would therefore have no more impact on highway safety than the existing signage, and would not cause a distraction to highway users as confirmed by the Council's Highway Engineer.

(iv) Impact on the Listed Building and Conservation Area

It is considered that the proposed adverts are of a size and design that would not cause any adverse impact on either the character of the Listed Building or Conservation Area and therefore complies with policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and it is recommended that advertisement consent is granted.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00160 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory 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:

Location plan - received 12.02.16

Block plan - received 12.02.16

Existing frontage - received 12.02.16

Proposed frontage - received 12.02.16

Heritage statement - received 12.02.16

Design & access statement - received 12.02.16

Reason: - To ensure provision of a satisfactory development.