
Site Address: 65 Bedhampton Hill, Havant, PO9 3JN
Proposal: Display of 1No. set of externally illuminated fascia lettering; 1No. externally illuminated fascia logo; 1No. illuminated 5m high pole mounted sign; 2No. illuminated replacement freestanding sign; and 1No. illuminated wall mounted menu display board.
Application No: APP/15/00613
Applicant: Mr Orton
Whitbread Plc
Agent: Mr Flemming
Vado Associates Ltd
Ward: Bedhampton
Expiry Date: 31/07/2015
Team: Team 1
Case Officer: Stephen Andrews

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The Rusty Cutter is a pub/restaurant on the edge of a built up area located adjacent to the A3(M) and rural gap to the west. The use has been established for a number of years. Residential dwellings are located to the east of the site and a Premier Lodge to the north. There is existing signage to the restaurant building and an existing totem sign towards the southern boundary of the site.

2 Planning History

There is extensive planning history for the site, including advertisement consent applications. The most recent are:

APP/13/00344 - Display of 1No. illuminated Totem Sign to replace existing sign.
Approved - 05/06/2013

06/50650/21 - Display externally illuminated double sided promotional display unit (2.3m height) to south eastern boundary. Refused - 07/07/2006.

04/50650/20 - Display of one externally illuminated post sign and one externally illuminated totem sign both sited to southern boundary of site. Approved - 07/01/2005.

3 Proposal

Advertisement Consent is sought for replacement signage at the Rusty Cutter Site, with some signage removed and not replaced. All new signage is illuminated.

The signage includes the replacement of a post mounted sign fronting the main Bedhampton roundabout; replacement signage for the totem sign facing Bedhampton Hill from the southern car park of the site; replacement totem sign within the car park of the site; new sign in one of the southern gables of the Rusty Cutter Restaurant; new entrance lettering with removal of all unnecessary ancillary signage and removal of two totem signs within the site and banner and frame.

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
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

Development Engineer - Highways - No objection

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: 5

Number of site notices: Not applicable.

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) Visual amenity
- (ii) Residential amenity
- (iii) Highway safety

- (i) Visual amenity

The proposed illuminated signage replaces existing signage within the site, in the same locations. The illumination proposed is low level and would not detract from the general character and appearance of the site.

The proposal includes the removal of three signs within the site, which will not be replaced as well as the removal of unnecessary ancillary signage at the site entrance.

The only new sign proposed, that isn't a replacement is that within the southern gable of the restaurant. However, this is located within the site and would have limited presence from the public domain.

It is therefore considered that the proposed signage would be consistent with that already on site, is necessary for the purposes of advertising the business and would not harm the visual amenity or appearance of the site or surrounding area.

(ii) Residential amenity

It is not considered that the replacement low level illuminated signage, in the same positions as existing signage and similar in height, scale and form will cause unacceptable harm to the residential amenities of adjoining residential dwellings.

(iii) Highway safety

The proposed signage, replaces existing signage of a similar size and in similar positions and has a low level of illumination. The development engineer has raised no objection to the proposal and as such the signage is not considered to be of a scale or illumination that would distract users of the adjacent highway. It is important however that illumination is conditioned to ensure this does not change.

8 Conclusion

The proposed advertisements are considered to be of a scale and appearance that is appropriate to the commercial nature of the site, in keeping with the surrounding area and would be unlikely to appear out of character within the streetscene.

The advertisements would be unlikely to distract users of the adjacent highway and would not adversely affect residential amenity. It is therefore recommended that advertisement consent be granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00613

(A)

(B) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 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.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 6 The illuminated signage, hereby permitted, shall not exceed 300.000 candela's per square metre. **Reason:** In the interests of the amenities of the area and highway safety in accord with policy CS16 of the Havant Borough Core Strategy 2011 and policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Location Plan - 1:1250

Site Plan - 1:500 showing positions of existing and proposed signage.

Site details information provided by VADO Associates showing visuals of existing and proposed signage and specification of each new sign (pages 1 to 8).

Reason: - To ensure provision of a satisfactory development.