
Site Address:	Westbound Petrol Service Station, A27 Havant Emsworth Bypass, Emsworth, PO10 7BW		
Proposal:	Continued display of 1No. illuminated ATM surround.		
Application No:	APP/14/01117	Expiry Date:	19/12/2014
Applicant:	Cardtronics UK Ltd, trading as Cashzone	Team:	Team 2
Agent:	Powell	Case Officer:	Richard Nash
	New Wave Installations		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises a petrol filling/convenience building within an extensive recently developed service area accessed from the westbound carriageway of the A27 Trunk Road, north of the main settlement of Emsworth.

2 Planning History

None relevant.

3 Proposal

The current application has been submitted retrospectively and proposes the continued display of 1 No illuminated ATM surround.

4 Policy Considerations

National Planning Policy Framework ('NPPF')

Local Plan (Allocations) 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: No Comments.

Highway Agency: No Objections.

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: 4

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: None.

7 Planning Considerations

Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts. The proposed sign would be illuminated at a suitable level and of an appropriate scale, siting, design and colour, and would have a negligible impact within the context of the building and overall site.

8 Conclusion

Taking account of both individual and cumulative impact, the retention of the advertisement would not have a detrimental impact on amenity or public safety. The application for advertisement consent should therefore be approved.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01117, subject to the following conditions:

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

Photographs
Site Location Plan
E011545 (Advert Location Plan)
E011545 Sheet1 (Elevation and Floor Plan)
NW0295 PLAN 85 (Advertisement Details)

Reason: - To ensure provision of a satisfactory development.

- 2 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 1992

- 3 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 1992

- 4 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 1992.

- 5 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 1992.

- 6 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 1992.

- 7 No part of the signs 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)

- 8 The illumination of the signs hereby permitted 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)

- 9 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).