
Site Address:	9-11 Mengham Road, Hayling Island, PO11 9BG		
Proposal:	Display of 2No. internally illuminated fascia signs to front, and 2No. non illuminated aluminium panel signs to rear.		
Application No:	APP/15/00296	Expiry Date:	07/05/2015
Applicant:	Lloyds Pharmacy	Team:	Team 1
Agent:	Mrs Pitt	Case Officer:	Daniel
	Sign Specialists Ltd		Gender-Sherry
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is a two-storey building with a flat roof, located within the Mengham District Centre primary frontage; an urban area in the south of Hayling Island. Surrounding the site are other retail, service sector type uses.

There are existing fascia signs in the locations proposed within this application. All related to the applicant and 'dated' in appearance.

2 Planning History

04/55681/002

Disabled access ramp (permitted)

09/55681/003

Display of 2No. internally illuminated fascia signs and 2No. non illuminated fascia signs

3 Proposal

This application seeks permission for the upgrade of 2No. fascia signs and 2No. boundary signs. Both proposed fascia signs are to be internally illuminated and the boundary signs are non illuminated.

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
AL3 (Town, District and Local Centres)

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

5 Statutory and Non Statutory Consultations

Development Engineer - Highways
No objection raised

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: 18

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) Principle of development
- (ii) Impact upon the streetscene
- (iii) Highway 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.

(ii) Impact upon the streetscene

The larger of the two proposed fascia signs (sign A) will be located on the front face of the projecting canopy, with identical dimensions to that of the existing. Sign B will be located centrally above the front entrance door, leading from Mengham Road.

Given that the proposed fascia signs seek to replace existing signs with upgraded and smarter versions, it is considered that an overall improvement will result, which accords with Policy AL3 of the Havant Borough Local Plan (Allocations), which seeks to permit applications that 'promote and enhance the primary shopping areas of the town and district centres'.

The sign to the rear of the premises (sign D) is new, but considered acceptable in character for the location proposed. Furthermore, the rear building sign (sign C) seeks to replace an existing, therefore it is considered no additional harm will result given that the dimensions are similar to those of the existing. Both rear signs are non-illuminated.

(iii) Highway Safety .

The illumination is internal only and limited to the letters of 'Lloyds Pharmacy' on the

two front elevation signs. Given the area that this site is located within, it is considered that such signs will not look out of place, or cause any highway safety issues.

8 **Conclusion**

The proposed signs will result in an improvement to the overall image of the building and corporate image and therefore it is considered that permission should be granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00296 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 development hereby permitted shall be carried out in accordance with the following approved plans:

Site Location Plan indicating Sign locations, received by the Council 12 March 2015
Elevations/Sign Detail Drawing, job number 107181/B, received by the Council 12 March 2015

Reason: - To ensure provision of a satisfactory development.