
Site Address:	11-13 West Street, Havant, PO9 1EW		
Proposal:	Display of 1No. internally illuminated fascia sign, 1No. internally illuminated projecting sign.		
Application No:	APP/15/00082	Expiry Date:	23/03/2015
Applicant:	Mr Lane	Team:	Team 1
	Poundland		
Agent:	Miss G Heta	Case Officer:	Daniel
	Design CLD		Gender-Sherry
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located within Havant Town Centre, and in a pedestrian only area of West Street which is occupied by retail and highstreet type premises.

The site is located on the southern side of West Street and site within a conservation area.

2 Planning History

02/57809/002 - Display of externally illuminated fascia sign and internally illuminated projecting sign to front (north) elevation.

07/57809/003 – Installation of new shop front

3 Proposal

This application seeks permission for the replacement of the existing fascia sign with a new, internally illuminated fascia sign and one internally illuminated projecting 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)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer

Comments based on desktop assessment. The property lies within the St Faith's Conservation Area in part of the modern shopping parade. The current signs are internally illuminated (lettering only) and the proposal maintains this approach. The signs are set below a canopy. I am satisfied the proposals will not have any adverse impact on the visual amenities of the area. 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: 24

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: 06/02/2015

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) Design and Appearance/Impact on Conservation Area
- (iii) Considerations of amenity and 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.

(ii) Design and Appearance/Impact on Conservation Area

The use of materials and size of lettering for the fascia sign and projecting sign is considered to be in keeping with the design of advertisements and palette of colour that is commonly found in this part of the highstreet. It is considered unlikely to result in a form of development that is out of keeping with the area given the proximity with other retail outlets, many of which have projecting advertisements.

(iii) Considerations of amenity and public safety

Due to the location of these proposed signs there should be minimal impact affecting vehicular traffic as they will only be visible from the pedestrian highstreet. The fascia sign will be internally illuminated (lettering only). The positioning of the projecting sign would avoid any obstruction of the highway for pedestrians.

8 Conclusion

In conclusion, the proposed signs are considered acceptable for the reasons given above. The signs are typical for such a highstreet location and conform with all other similar signs within the immediate area. It is therefore recommended that permission is granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00082 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 No part of the projecting sign or fascia shall be illuminated other than as hereby permitted (letters only).
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014
- 7 The development hereby permitted shall be carried out in accordance with the

following approved plans:

Proposed GA & Shop Front Elevation, drawing number PL/Havant/14/02 (revB),
received by the Council 19th January 2015

Reason: - To ensure provision of a satisfactory development.