
Site Address: 1-3 North Street Arcade, Havant, PO9 1PX
Proposal: Display of 6No. signs comprising 4No. raised 3D gold lettering fascia signs in acrylic with directional lighting from soffit; 1No. illuminated wall mounted sign in powder coated frame and 1No. externally illuminated metal projecting hanging sign.
Application No: APP/14/01037 Expiry Date: 07/01/2015
Applicant: Mr Perrin Team: Team 1
 Grastar Restaurants Ltd
Agent: Mr Shawn Lambert Case Officer: Sally Smith
 PWP Architects Ltd
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located on the northern side of North Street Arcade with a large frontage to North Street and a return to Prince George Street. It involves 3 units. The front large unit was previously used for Class A1 use - for bridal and evening gowns. To the rear unit 2 was in A2 use and unit 3 in A1 use. Units 2 and 3 are much smaller in floorspace. They are all currently vacant but some work has commenced in respect of the refurbishment associated with this application. There is also a first floor element above units 2 and 3 to the rear. Above the frontage area are flats in the upper two storeys. The flats also extend over the entrance to the Arcade. This application also includes part of the open Arcade adjacent to the unit. On the south side of the Arcade, fronting North Street is Domino's pizza - takeaway and delivery.

The area is of mixed use and character. On the north side of Prince George Street are ground floor retail units with residential above and to the rear of the Arcade is 8 Prince George Street which contains 4 no flats. This is adjacent to a rear access to the Arcade. To the east/rear of Prince George Street is the rear of a residential road, Manor Close. There is also a residential flat above 40 North Street which has windows facing onto the rear elevation of Unit 2.

2 Planning History

No specific applications on the units of relevance but:

GEN/14/00772 provided the following advice in respect of an enquiry that led to this application:

The principle would be supported; main considerations would be the impact on nearby residential amenity (extraction equipment and hours of opening in particular), impact on the highway from outside seating and visual impact of the changes.

3 Proposal

The proposal is for raised gold leaf logos on a painted grey fascia to be illuminated by lighting in the soffit together with a projected illuminated hanging sign 850mm by 400mm with external lighting on the North Street frontage and a wall mounted sign 1450mm by 1200mm by the pedestrian door for deliveries on the return to Prince

George Street

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 objections
Conservation Officer: Fascias and projecting signs acceptable in principle. concern over the size of the sign board on the Prince George Street frontage. (**Note:** The sign has been reduced in size).

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: 29

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

- 7.1 Having regard to the relevant policies of the development plan and the Advertisement Regulations it is considered that the main issues arising from this application are the impact on public safety and amenity:

- (i) Impact on public safety

The signs are to be painted with external illumination provided from under soffits or downlighters. The Dev Engineer has no objections and the design and content of the advertisements should not be a distraction to drivers.

ii) Impact on amenity

The signs, as amended, are of a character that will relate satisfactorily to their location adjacent to the Conservation Area. The painted finish and external lighting methods are considered appropriate. The reduction in the size of the Prince George Street sign is now considered to make that sign acceptable to its location. The signage is considered appropriate to advertise a business premises in the town centre whilst at the same time having due regard to its location adjacent to a Conservation Area and with nearby residential properties.

8 **Conclusion**

The advertisements are considered acceptable.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01037

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 advertisements shall only be illuminated during the opening hours of the premises.

Reason: In the interests of the amenities of the area having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Statement 2012.

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

Design and Access Statement
Block Plan KAD 19 A SK2
Existing Floor Plans KAD 01 A SK1
Floor plans General Arrangement 5193 1200 D
Elevations Sheet 1 5193 1300 C
Elevations Sheet 2 5193 1301 D
Elevations Sheet 3 5193 1302 D

Reason: - To ensure provision of a satisfactory development.