
Site Address:	Greywell Square, Greywell Road, Havant		
Proposal:	Display of 45No. non-illuminated hanging signs.		
Application No:	APP/15/00661	Expiry Date:	12/08/2015
Applicant:	Mr Watson	Team:	Team 2
	Sinclair Clark Allegra Limited		
Agent:	Mr Knight	Case Officer:	Daphney Haywood
	Knight Architectural Design		
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site comprises the Greywell Shopping Centre in Leigh Park, a purpose built pedestrianised retail centre comprising ground floor commercial units with mainly residential on the upper floors. The ground floor units currently display non illuminated oval projecting box signs.

2 Planning History

None relevant

3 Proposal

Display of 45No. non-illuminated hanging signs.

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: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways- No adverse comments

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: 125

Number of site notices: 3

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

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) Highways Issues
- (iii) Effect on residential amenity

- (i) Visual amenity

The replacement signs will be located in a similar position and of similar size to the existing signs. The main difference being a change in shape from an oval sign to a rectangular sign.

- (ii) Highways Issues

The signs are not proposed to be illuminated and will be sited at height of 3m where they will not interfere with pedestrian movement. The highway officer has confirmed no objection.

- (iii) Effect on residential amenity

The signs will not be prominent from the flats above and are not considered to have a negative impact on the buildings opposite.

8 Conclusion

The proposal is considered to be acceptable subject to standard national conditions

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00661, 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:

Block Plan KAD16ABP

Shop Signage KAD06ABP Rev A

Reason: - To ensure provision of a satisfactory development.