
Site Address:	40 Snowberry Crescent, Havant, PO9 2FE		
Proposal:	Display of 1No. illuminated sign.		
Application No:	APP/15/00009	Expiry Date:	17/02/2015
Applicant:	Cardtronics UK Ltd	Team:	Team 1
Agent:	Ms A Powell	Case Officer:	Sally Smith
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Site Description

- 1 The site is a retail store within a residential area. The ATM siting is to the south of the main entrance. It fits within an original window area.

2 Planning History

APP/12/00688 - Conversion of part of retail store to residential. Permit 14/9/12
APP/14/00275 - Various advertisements. Permit 7/5/14
APP/15/00021 - Installation of ATM (Retrospective) Current

3 Proposal

The proposal is to have an illuminated sign above the atm stating 'free cash withdrawals'. The illumination is through the letters and green edging band only. The photos provide clarity on its appearance.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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 comment.

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: 12

Number of site notices: One

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 advertisement regulations it is considered that the main issues arising from this application are:

- (i) Impact upon public safety
- (ii) Impact upon amenity

(i) Impact upon public safety

The sign is set well back from the road with a car park and landscape margin to the frontage. The sign is a small one with limited amount of illumination. There is not considered to be an adverse impact to public safety of highway users.

(ii) Impact upon amenity

For the same argument as expressed in (i) above it is not considered that there will be any adverse impact on the amenity of the area.

8 Conclusion

Acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00009 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:

Design and Access Statement
1:1250 Location Plan
1:500 Block Plan
Receipt/Litter Bin NW0187 Rev 01
New Wave External Security Wall Construction
Proposed ATM E012141 Rev 01
Photos 1 - 3 dated 05/01/2015
FTU Universal P87/6625/5684; NW0295 PLAN 90A

Reason: - To ensure provision of a satisfactory development.