

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Advertisement Consent is sought for the display of 1 no. set of existing illuminated stone lettering to be gilded, 1 no. set of illuminated lettering and crown logo; 1 no.

non-illuminated hanging sign; 1 no. brass plaque; 1 no. engraved York stone plaque; 1 no. brass menu display; 1 no. entrance sign and replacement LED lighting (as amended by plans received 26.09.2014).

4 Policy Considerations

National Policies

National Planning Policy Framework, 2012

Core Strategies 2011 forming part of the HBLDF

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) 2014

DM21 (Shopfronts, Shutters and Advertisements)

Listed Building Grade: 2

Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer - No objection:

The listed Bear Hotel has a very fine high quality C18 blue header façade with painted plat bands dividing the floors. The current signage is looking very tired and a carefully conceived upgrade would be welcome.

I am content with the proposals for signs 3, 4, 5, 6, 7 & 8. Items 1 and 9 are also considered acceptable although do not raise the same fixing issue as the other signs.

For the sake of thoroughness I advise the following condition is attached:-

All sign fixings shall be readily reversible and confined to the mortar joints avoiding any damage to the brick arrises.

Reason: To avoid damage to the fine C18 brick façade which is a key part of the building's architectural significance.

Development Engineer - 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: 29

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

Statutory advertisement: 08/08/2014

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The proposed illuminated and non-illuminated signage would primarily replace and update the existing signage. The additional signage is relatively low key and appropriate to the appearance and setting of the Listed Building to which the advertisements would be attached.

It is therefore considered that the high quality, low scale advertisements would respect the visual amenity of this section of East Street, including its historic setting. The signage therefore accords with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The proposed low level illuminated signage and non-illuminated signs would not materially alter the existing signage for the site. The replacement signage would therefore have no more impact on highway safety than the existing signage and would not cause a distraction to highway users as confirmed by the Council's Highway Engineer.

8 Conclusion

8.1 The proposal is considered to be acceptable and it is recommended that advertisement consent is granted.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00814

(A)

(B) 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 All sign fixings shall be readily reversible and confined to the mortar joints avoiding any damage to the brick arrises.
Reason: To avoid damage to the fine C18 brick façade which is a key part of the building's architectural significance and to accord with policy CS11 of the Havant Borough Local Plan (Core Strategy) 2011.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:
- Drawing - Sheet 1 of 4 dated 26.09.14 (amended plan received 26.09.2014)
Drawing - Sheet 2 of 4 dated 26.09.14 (amended plan received 26.09.2014)
Drawing - Sheet 3 of 4 dated 26.09.14 (amended plan received 26.09.2014)
- Reason:** - To ensure provision of a satisfactory development.