
Site Address: 7 Park Parade, Havant, PO9 5AA
Proposal: Replace existing fascia sign with 1No illuminated fascia sign.
Application No: APP/14/01214 Expiry Date: 12/01/2015
Applicant: Mr Ali Team: Team 2
Agent: Mr Ross Case Officer: Daphney Haywood
 Ken Ross RIBA & Associates
Ward: Battins

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located in Park Parade which is a mixed use development of ground floor commercial units and first floor residential units, purpose built in the 1950s. No. 7 comprises a mid terrace unit located on the south side of Park Parade which was last in use as a bike shop.

2 Planning History

APP/14/00934 Replace existing fascia sign with 1No. illuminated fascia sign.
Withdrawn

APP/14/00933 Change of use from retail shop (A1) to takeaway Withdrawn

APP/14/01213 Change of use from retail shop (A1) to takeaway- current application not yet determined.

3 Proposal

Replace existing fascia sign with 1No illuminated fascia sign. Additionally the shop front would be renewed (but design unchanged) and fitted with a perforated roller shutter. The proposed sign would comprise light green letters on a dark green background.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

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 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: 16

Number of site notices: one

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. These will be referred to in their relevant considerations:

- (i) Amenity
- (ii) Public Safety

(i) Amenity

7.2 The sign which covers the length of the fascia, is not inappropriate or out of keeping with others in this retail pedestrianised area. There is no additional harm to the visual amenity of the wider area as a result of this proposal which is therefore considered to be in accordance with policy DM21 of the Allocations plan.

(ii) Public Safety

7.3 The site is located within a pedestrianised area and as such there should be no vehicles (except emergency) using the highway. On this basis there is no objection on highway or public safety grounds.

8 Conclusion

8.1 The proposed signage is considered to be appropriate to the site and its context, and would not have any detrimental effect on either amenity or public safety. It is therefore recommended to grant advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01214 subject to the following conditions

- 6 The advertisement hereby permitted, shall not be illuminated before 012:00 hours or remain so after 24:00 hours.

Reason: To protect the amenities of the area and having due regard to policy DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.

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

Design and Access Statement
Location Plan
Site Plan
Shop front sign

Reason: - To ensure provision of a satisfactory development.