
Site Address:	32 West Street, Havant, PO9 1PG		
Proposal:	Display of 1No. illuminated fascia sign, 1No. hanging sign and two panel signs.		
Application No:	APP/14/00367	Expiry Date:	04/06/2014
Applicant:	Mr Kendall	Team:	Team 1
	SLK Partnership Limited		
Agent:	Miss Nijjer	Case Officer:	Daniel
	Bond Davidson		Gender-Sherry
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This section of west street is in the centre of Havant town centre and falls partly within the St.Faiths conservation area (east elevation). There are a mixture of retail and food outlets in this area.

No.32 sits adjacent to Trafalger Walk which provides pedestrian access between the highstreet and the central bus station and Havant park. Part of No.32 forms a side wall of Trafalger Walk which is currently constructed of red brick. There are three (currently boarded) window openings and one doorway located within the eastern elevation of No.32. This walkway is used by a large number of pedestrians resulting in the eastern elevation openings of No.32 to be prominent and any changes to be very noticeable.

2 Planning History

APP/10/00602 - Renewal of steel lintel over shop front. Reinstatement of existing fascia (Permitted)

03/51330/003 - Display of 1No. static externally illuminated fascia sign and 1No. projecting sign (resubmission) (Permitted)

3 Proposal

This application seeks permission for the displaying of 1no. illuminated fascia sign which will serve West street and 1no. illuminated hanging sign which also will serve West street. In addition there would be two panel signs to a window and door fronting Trafalger Walk.

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)

Listed Building Grade: Not applicable.
Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer
No objection raised

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: 19

Number of site notices: 1

Statutory advertisement: Not applicable.

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) Principle of development
- (ii) Design and Appearance/Impact on Conservation Area
- (iii) Considerations of amenity and public safety

(i) Principle of development

The proposed sign will be located on a building set within the urban area of Havant (specifically the town centre) where such development is normally permitted subject to compliance with the Development Plan and any other material considerations.

(ii) Design and Appearance

The use of material and size of lettering for the fascia sign and projecting sign is considered to be in keeping with the design of advertisements and palette of colour that is commonly found in this part of the highstreet. It is considered unlikely to result in a form of development that is out of keeping with the area given the proximity with other retail outlets, many of which have projecting advertisements.

The signs proposed for the east elevation which lays within the St Faiths conservation area need to be of subtle design and where possible limit any deterioration of the general feel of Trafalger Walk. The alterations made to the 2 proposed signs in the

east elevation facing Trafalger Walk are now more in keeping with the character of the walkway (following the receipt of amended details) creating a sense of symmetry and conformity throughout the 2 proposed signs and adjacent windows which are located at a consistent height. It is considered that these signs will have a minimal impact upon the character and appearance of Trafalger Walk.

(iii) Considerations of amenity and public safety

Due to the location of these proposed signs there should be minimal impact affecting vehicular traffic as they will only be visible from the pedestrian highstreet. The two fascia signs will be internally illuminated, however it is probable that these will be switched off after trading hours and in any event there is considerable distance between the proposed signs and any vehicular highway. The positioning of the projecting sign would avoid any obstruction of the highway for pedestrians.

8 Conclusion

In conclusion, the proposed signs are considered acceptable on both the front of the building and on the east elevation. The signs are typical for such a highstreet location and conform with all other similar signs within the immediate area. It is therefore recommended that permission is granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00367 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 No part of the canopy/fascia shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

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

Proposed Signage Front Elevation, drawing number D01R04 received by the Council 28th May 2014

Proposed Signage Side Elevation, drawing number D02R04 received by the Council 28th May 2014

Fascia Detail, drawing number D03R04 received by the Council 28th May 2014

Projecting Sign, drawing number D04R04 received by the Council 28th May 2014

Site Location Map, drawing number B2472.101

Proposed and Existing Side Photographs, drawing number D06R04

Proposed and Existing front photographs, drawing number D05R04

Email from Bond Division Ltd received on 3rd June 2014

Reason: - To ensure provision of a satisfactory development.