
Site Address:	34 West Street, Havant, PO9 1PG		
Proposal:	Display of 1No. non-illuminated fascia sign.		
Application No:	APP/14/00878	Expiry Date:	08/12/2014
Applicant:	Mr Mclaughlan	Team:	Team 1
	Specsavers Optical Superstore Ltd		
Agent:	Miss Arch	Case Officer:	Daniel
	Hawes Signs Ltd		Gender-Sherry
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

West Street is located in the centre of Havant and falls partly within the St Faith's conservation area. No. 34 West Street is located within a row of terraced properties which all contain town centre type uses.

This section of West Street is a pedestrian only street.

2 Planning History

APP/14/00174 - advertisement consent for the removal and reinstatement of existing fascia. (Permitted)

3 Proposal

This application seeks permission for the installation of a new non illuminated 'Audiologists' typographical sign above the existing shop front.

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: St Faiths

5 Statutory and Non Statutory Consultations

Conservation Officer

No objection received.

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: 21

Number of site notices: One

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) Impact upon local amenity
- (iii) Public Safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact upon local amenity

The proposed fascia sign is proposed for an existing shop front background panel, and will be located adjacent to the existing 'Specsavers' typographical sign. The lettering will not protrude further than the existing signage and it is considered that no significant harm will be generated by its presence upon the local amenity.

(iii) Public Safety

The sign is non illuminated and located adjacent to an existing sign. These signs together are located some 2.8 metres above ground level in a pedestrian only area. It is therefore considered that no significant harm will be imposed upon any member of the public or pose any risk to motor vehicles.

8 Conclusion

The sign is considered to be appropriate in scale, colour and location and therefore it is 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/14/00878 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.