
Site Address:	Havant Railway Station, North Street, Havant, PO9 1PP		
Proposal:	Display of 1No. ATM fascia.		
Application No:	APP/14/00647	Expiry Date:	18/08/2014
Applicant:	First Direct	Team:	Team 1
Agent:	Mr Sedgley	Case Officer:	Steve Weaver
	AXIS Architecture		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site comprises the existing ATM installation on the south elevation of the main Havant Train Station building (town side). The building is single storey and of red brick construction with a stone plinth detail, and to the west of the entrance doors on the external elevation is a 'false window' feature which houses the ATM. Adjacent to the ATM is the train station precinct and taxi waiting rank.
- 1.2 The advertising associated with the ATM currently comprises an illuminated surround to the installation itself (branded with the HSBC logo) and a separate non-illuminated information sign above

2 Planning History

96/62218/000

Installation of ATM and minor alterations to south elevation of southern building. Permitted 3/2/97.

96/62218/001

1No. internally illuminated fascia sign; 1No. internally illuminated bank sign; and 2No. non-illuminated information panels on south elevation of southern building. Permitted 3/2/97.

3 Proposal

- 3.1 The application seeks advertisement consent for the removal of the existing HSBC surround and information sign, and their replacement with a single composite vinyl panel (branded First Direct) which encompasses both the ATM installation and the lower portion of the 'false window' feature. The panel is to be non-illuminated.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012
Planning Practice Guidance 2014

Havant Borough Local Plan (Core Strategy) 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) 2014

AL1- Presumption in Favour of Development

DM21 - Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

None.

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: 10

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None.

7 Planning Considerations

7.1 Under the Advertisement Regulations, applications for advertisements can only be considered in terms of their impact upon the following factors:

- (i) Amenity
- (ii) Public Safety

These factors are reinforced by prevailing national and local planning policy and guidance.

- (i) Amenity

7.2 The site comprises an established ATM installation on the external elevation of a busy urban train station. A variety of other advertising media are found in the locality (such as ticket machines and poster boards), and the ATM itself currently benefits from two discrete advertisements.

7.3 The proposed advertisement, whilst larger in area than the individual advertisements it replaces, is sensitively positioned within the confines of the 'false window' feature and thus acknowledges the design features of the host building. Its size remains subservient to the scale of the train station building, and its recessive colour scheme and non-illuminated nature means that it will not appear unduly obtrusive on the building. In the context of the station precincts it will not appear out of keeping. Consequently its impact upon the amenity of the area is considered acceptable.

- (ii) Public Safety

7.4 In terms of public safety, the advertisement is sited adjacent to the station forecourt

and taxi rank, where slow-moving traffic and pedestrian movement predominates. It is non-illuminated, and the graphics used are relatively simple and unlikely to cause distractions to users of the train station precinct. It is not considered to prejudice any public safety interests.

8 Conclusion

- 8.1 The replacement advertisement proposed is of an appropriate scale and design and will not adversely affect the amenity or public safety of the area in which it is to be located. It is therefore recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00647 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:

Planning Statement - Havant Train Station dated 20.06.2014
Elevation - Plan - Photographs 26739-EX-HAV

Reason: - To ensure provision of a satisfactory development.