
Site Address:	38 Park Parade, Havant, PO9 5AD		
Proposal:	Display of 3No. illuminated fascia signs.		
Application No:	APP/14/01075	Expiry Date:	08/12/2014
Applicant:	Mr A Bashir Gull	Team:	Team 2
	UK Pizza & Kebab		
Agent:	Mr P Blake-Kerry	Case Officer:	Tina Pickup
	B K Architectural		
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

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. 38 comprises a corner unit located on the north side of Park Parade within the pedestrianised retail area and is currently in use as a Pizza/Kebab takeaway ie an A5 use.

The signs are already erected on site, together with roller shutters - all in bright red colour. An additional internally illuminated projecting sign is also erected above the fascia sign on the Park Parade frontage.

2 Planning History

APP/14/00269 - Change of use from retail (A1) to kebab takeaway (A5)
PP 6/6/14 - conditioned hours 12:00 to 24:00; no delivery mopeds & motorbikes; extraction equipment; noise from equipment not to exceed 5dB(A)

3 Proposal

This is a retrospective application as the signs are already in place. They are internally illuminated fascia signs, having a height of 490mm and covering the length of the shop frontage - which, being a corner site, has a 'triangular' frontage with in effect 3 sides.

The signs need consent because they have a larger area and are sited lower than that stipulated by Class 4 of the Advertisement Regulations 2007, and therefore do not benefit from deemed consent. However, the projecting illuminated sign that has also been erected above the fascia sign appears to comply with the relevant criteria of Class 4 - whilst it is above the fascia sign, it is nevertheless below the cill level of the first floor windows above and hence benefits from deemed consent and is not therefore part of this application.

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 - no adverse comment

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: 18

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

Statutory advertisement: Not applicable.

Number of representations received: 0

1 phonecall was received from a nearby business owner expressing an objection, but no follow up letter received

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 signs, whilst of a bright colour and cover the entire length of the fascia, are 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

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 retrospective advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01075

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

Location Map and Site Plan
Elevations
Signage details
Photographs

Reason: - To ensure provision of a satisfactory development.

