
Site Address:	4 North Street, Havant, PO9 1PR		
Proposal:	Display of 1No. non-illuminated fascia sign, 1No. non-illuminated window vinyl and 1No. non-illuminated projecting sign.		
Application No:	APP/14/00438	Expiry Date:	03/07/2014
Applicant:	Mrs Jarmin	Team:	Team 1
	Sue Ryder		
Agent:		Case Officer:	Stephen Andrews
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The charity shop is located along the east side of North Street, within the Town Centre of Havant and is included within the St Faiths Conservation Area. The immediate area is commercial in nature comprising of a variety of retail and business uses and some residential also.

There is a delivery area to the rear of the building accessed via The Pallant, a one way road.

2 Planning History

None

3 Proposal

Replacement of existing non illuminated fascia sign with new non illuminated fascia sign, replacement of existing non illuminated projector sign with new projector sign (similar scale), one non illuminated vinyl sign in shop window and one non illuminated sign to the rear of the building.

The replacement signage is part of a re-branding exercise for the charity.

4 Policy Considerations

National Policies

National Planning Policy Framework, 2012

Havant Borough Local Plan (Allocations)

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

The proposal within St Faiths Conservation Area and forms part of a national re-branding exercise. In planning terms, the sole considerations are road safety and

visual amenity. The change in my opinion will have little impact on visual amenities (and as such the character and appearance of the CA). Accordingly, I consider there are no grounds for withholding consent.

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: 15

Number of site notices: One

Statutory advertisement: 23/05/2014

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

- 7.2 The non-illuminated fascia sign, non illuminated projector sign and non illuminated vinyl sign (to be placed in the window) would primarily replace the existing signage as part of a re-branding exercise. In respect of visual amenity, other than the different style there would be no significant change in respect of visual amenity.

The proposal includes an additional non illuminated sign to the rear of the premises which will have little impact on the visual amenity of the area from the public domain.

The revised signage continues to be sympathetically and proportionately related to the existing building and does not appear visually intrusive. The signage therefore accords with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

- 7.3 As mentioned above the proposed non illuminated signage replaces existing signage as part of a re-branding exercise. The replacement signage would therefore have no more impact on highway safety than the existing signage and would not cause a distraction to highway users.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and it is recommended that advertisement consent is granted.
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9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00438 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 Plan - 1:1250 Date Stamped 8 May 2014

Pearce Signs Plan, Date Stamped 23 April 2014, showing:

- 1 - Fascia Scale 1:20
- 2 - Window Vinyl Scale 1:20
- 3 - Projector Sign Scale 1:20
- 4 - Back Door Signage Scale 1:10

Reason: - To ensure provision of a satisfactory development.