
Site Address:	18-22 Greywell Road, Havant, PO9 5AL		
Proposal:	Display of 2 No. illuminated fascia signs and 2 No. illuminated projecting signs.		
Application No:	APP/13/011131	Expiry Date:	06/01/2014
Applicant:	Mr Chadwick	Team:	Team 2
	New Look Group PLC		
Agent:	Mr A Richardson	Case Officer:	Bee Crawford
	Escott Signs Ltd		
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located in the Greywell Centre in Leigh Park and consists of a large, ground floor retail unit occupying a corner plot, with residential units above. There is pedestrian access from the front and Bordon Road provides vehicular access to the rear. The plot fronts Greywell Square and a pedestrianised street which runs south from the square and slopes down from the shop frontage. There are steps and a ramp, with associated walls and railings fronting the western elevation of the application site.
- 1.2 The area consists of a purpose built precinct of units of varying uses at ground floor with separate residential accommodation above.

2 Planning History

- 2.1 03/59570/004 - Display of 2 no. internally illuminated projecting signs to the north elevation, 5 no. internally illuminated projecting signs also to north and west elevation and 1 non illuminated projecting sign to the west elevation, permission granted 04/06/2003.

3 Proposal

- 3.1 The application is for the display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to the northern elevation and 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to the to western elevation of the unit. The proposal is for new branding to replace the existing.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

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: 47

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The proposed signs would be located on the north and west elevations of the unit. They will consist of black text on an internally illuminated white panel, with a satin black fascia background. As the site is situated in a designated commercial centre and the application is to replace existing signage, it is not considered the proposal will have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The precinct in which the unit is located is pedestrianised and therefore it is not considered that the signage would pose a risk to highway safety.

8 Conclusion

8.1 The proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to
GRANT ADVERTISEMENT CONSENT for application APP/13/01131

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 1992
- 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 1992
- 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 1992.
- 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 1992.
- 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 1992.
- 6 No part of the 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 illumination of the proposed sign shall be of a non-intermittent type.
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)
- 8 The intensity of illumination shall not exceed 616.73 candelas per m².
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 9 The development hereby permitted shall be carried out in accordance with the following approved plans:
 - Location plan

Existing and proposed elevations and section through detail

Reason: - To ensure provision of a satisfactory development.