
Site Address: 26 West Street, Havant, PO9 1PG
Proposal: Display of 1No. illuminated ATM surround; 1No. illuminated projecting sign; 1No. non-illuminated fascia sign.
Application No: APP/13/00868
Applicant: Mr Carroll
Agent: Lloyds Banking Group
Ward: Styles and Wood Ltd
Expiry Date: 29/10/2013
Team: Team 1
Case Officer: Heather Lealan

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 26 West Street is an established bank. It is located within the St Faiths Conservation Area. It is situated within a mixed use parade of shops and dwellings.

2 Planning History

APP/12/00819

Display of 1No illuminated fascia sign, 1No. illuminated projecting sign and 1No. illuminated ATM surround - Permitted

3 Proposal

- 3.1 Display of 1No. illuminated ATM surround; 1No. illuminated projecting sign; 1No. non-illuminated fascia sign.

4 Policy Considerations

National Policies

The National Planning Policy Framework, March 2012

Core Strategies 2011 forming part of the HBLDF

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16 (High Quality Design)
DM10 (Pollution)

Listed Building Grade: Not applicable.
Conservation Area: St Faiths.

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: 26

Number of site notices: One

Statutory advertisement: Yes

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) Highways Issues
- (iii) Effect on residential amenity

(i) Visual Amenity

7.3 The proposed fascia sign, projecting sign and atm surround are appropriately sized. The signage is considered to be in keeping with the character of the building and does not appear cluttered or detrimental to the appearance of the building within the Conservation Area. The consent will be conditioned to ensure that the signage is maintained in a safe and orderly manner.

(ii) Highways Issues

7.4 The signs are proposed to be illuminated in the same manner as the existing signs and are set some distance from the vehicular highways.

(iii) Effect on residential amenity

7.5 It is not considered that the signs impact residential amenity as the signage replaces existing signs. Candela levels should be conditioned as proposed. Amended plans were received on the 24 October 13 which removed the external lighting to the fascia sign. The agent advised that the description and application form were correct and that the plans showing lighting to the fascia were incorrect as this sign is proposed to be non-illuminated

0.8 Conclusion

8.1 The signage is of an appropriate design and does not pose a threat to the visual amenities of the streetscene, highway safety or residential amenity 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/13/00868 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 The intensity of illumination shall not exceed;
ATM surround - 200 candelas per m2.
Projecting sign 400 candelas per m2.
Reason: In the interests of the amenities of the area and having due regard to policies CS11 and CS16 of the Havant Borough Core Strategy 2011 which forms part of the Local Development Framework and National Planning Policy Framework, March 2012.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Design and Access with Heritage Statement - August 2013
Signage details drwg.no 50961582-AR01-00-2501 Rev A
Front Elevation as Proposed drwg.no 50961582-AR01-E1-1101
Front Elevation as Existing drwg.no 50961582-AREX-E1-0101
Location plan and Site Plan as Proposed drwg.no 50961582-AR01-00-700

Reason: - To ensure provision of a satisfactory development.