
Site Address:	181-183 Havant Road, Hayling Island, PO11 0LG		
Proposal:	Display of 1No. illuminated free standing double sided totem sign.		
Application No:	APP/13/00536	Expiry Date:	31/07/2013
Applicant:	Esso Petroleum Company Limited	Team:	Team 2
Agent:	Mr Ruddock Bowman Riley Architects	Case Officer:	Daphney Haywood
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The sites main use is as a petrol filling station although the site includes an associated shop and car wash. The site is positioned to the west side of Havant Road with two access points to the highway. The rear and side boundaries are bordered by 2 metre fencing and large evergreen trees 6-8 metres high are established to the rear boundary forming a backdrop to Langstone Harbour.
- 1.2 There is an existing illuminated free standing double sided totem sign on the site frontage.

2 Planning History

08/53358/013

Installation of freestanding ATM cash machine Permit 11/09/2008

06/53358/009

Erection of new sales building, forecourt canopy, car wash building plus garage storage box. Withdrawn 1/02/07.

05/53358/008

Installation of roof and acoustic doors and side panels to existing car wash. Approved 22/04/05.

3 Proposal

Display of 1No. illuminated free standing double sided totem sign 5.4m high.

4 Policy Considerations

National Policies

National Planning Policy Framework Plan

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer:- No objection subject to an illumination condition.

Langstone Harbour Board:- no objections

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: 8

Number of site notices: one

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 Planning Considerations

- 7.1 Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts.
- 7.2 The proposed totem sign would replace a similar sized illuminated sign and as such would not cause an unacceptable degree of detriment to the amenities of the nearest residential dwellings, nor adversely impact public safety.

8 Conclusion

The proposed advertisement would not have a detrimental impact on amenity or public safety. The application should therefore be approved.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00536

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 500 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site location plan 7236/001P
Proposed site plan 7236/002P
Proposed elevations 7236/003P
Proposed sign 7236/MID001T

Reason: - To ensure provision of a satisfactory development.