
Site Address:	51 North Street, Havant, PO9 1PP		
Proposal:	Display of 1No. illuminated fascia sign and 1No. set of non-illuminated letters. (Revised application.)		
Application No:	APP/13/00790	Expiry Date:	04/10/2013
Applicant:	Mr Choudhury	Team:	Team 1
Agent:	Mr Hussain	Case Officer:	David Eaves
	Contrast Interiors		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site lies in the Conservation Area and within Havant Town Centre.
- 1.2 The building is a former Public House (The Perseverance) and has an attractive appearance with an important tiled frontage to part of the building.

2 Planning History

APP/13/00791

Installation of new shopfront and rear extract flue (Revised Application). Current

APP/13/00535

Display of 1No. illuminated fascia sign and non illuminated lettering to side. Withdrawn

APP/13/00460

Installation of new shopfront and rear extract flue. Withdrawn

99/53239/005

Demolition of existing rear extension and erection of new single storey rear extensions including repositioning of external staircase Permitted July 99

3 Proposal

Display of 1No. illuminated fascia sign and 1No. set of non-illuminated letters. (Revised application).

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Listed Building Grade: Not applicable.

Conservation Area: St Faiths

5 Statutory and Non Statutory Consultations

Development Engineer:

No adverse comments

Conservation Officer:

These are retrospective applications for the “retention” of the present signs and remodelled shopfront on the later element of the building. Having viewed on site I am satisfied the design is acceptable. No objection.

Environment Agency:

No comments received.

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: 49

Number of site notices: Not applicable.

Statutory advertisement: 23/08/2013

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) Principle of development
- (ii) Impact on the character and appearance of the Conservation Area
- (iii) Impact on highways/amenity

(i) Principle of development

7.2 The proposal is for signage for a commercial property in the town centre and is therefore considered acceptable in principle.

(ii) Impact on the character and appearance of the Conservation Area

7.3 This application follows a previously withdrawn application. The proposals are the result of a negotiation with the involvement of the Conservation Officer. The signs are installed and are considered acceptable on the building and in the context of the Conservation Area.

(iii) Impact on highways/amenity

7.4 The Development Engineer has confirmed that there is no objection on highway safety or amenity grounds.

8 Conclusion

- 8.1 In conclusion, the proposed advertisements (fascia and applied lettering) are considered acceptable on the building and in the context of the Conservation Area. The adverts would not be harmful to highway safety or amenity.
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9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00790 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 illuminated advertisements hereby permitted shall not be illuminated other than during the opening hours of the restaurant.
Reason: In the interests of the amenities of the area and having due regard to policies CS11 and CS16 of the Havant Borough Local Plan 2011 and the National Planning Policy Framework 2012.
- 7 Notwithstanding the details on the application form the applied lettering to the south facing elevation of the building shall have a black finish as installed and shown on the elevation drawings.
Reason: For the avoidance of doubt and to ensure that the advertisement has an acceptable appearance on the building and in the Conservation Area

having due regard to policies CS11 and CS16 of Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.

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

Planning Statement

Block Plan Drawing No. SE/51NS/002

Location Plan Drawing No. SE/51NS/001 Rev A

Existing and Proposed Shopsign Drawing No. SE/51NS/06 Rev D

Proposed Shopsign Side Elevation Drawing No. Se/51NS/07 Rev D

Reason: - To ensure provision of a satisfactory development.