
Site Address:	36-38 West Street, Havant, PO9 1PG		
Proposal:	Display of 3No. illuminated fascia signs and 1No. illuminated projecting sign.		
Application No:	APP/13/00666	Expiry Date:	03/09/2013
Applicant:	Mr Harris	Team:	Team 1
	Specsavers		
Agent:	Mrs Smith	Case Officer:	Stephen Andrews
	Signscope Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located within Havant Town Centre (primary shopping zone) and comprises a two storey mid-terraced building, within the pedestrianised section of West Street. The site is in use as an Opticians (A1 Retail) due to its primary retail function. The premises is outside of, but sits on the boundary of the St Faiths Conservation Area, which includes the pedestrianised area to the front of the building.

The immediate area is commensurate with a town centre location encompassing a variety of uses, but predominantly A1 Retail. The signage found within the area varies also with some traditional forms of signage and illumination and some modern forms.

2 Planning History

97/50057/005 - Internally illuminated fascia 'pod' sign and double sided projecting sign. Approved - 22/05/1997.

91/50057/003 - New shopfront. Approved - 19/12/1991.

90/50057/001 - Change of use of recently constructed shop unit from Class A1 (retail) to Class A3 (fast food restaurant and take away). Refused - 20/06/1990.

3 Proposal

Planning permission is sought for the display of 3no. illuminated fascia signs and 1no. illuminated projecting sign. This would be in place of the existing central illuminated fascia sign and existing illuminated projecting sign.

4 Policy Considerations

National Policies

National Planning Policy Framework, 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: Not applicable.

5 Statutory and Non Statutory Consultations

Conservation Officer -

- There are a number of illuminated signs in the vicinity of this property so feel it would be unreasonable to withhold consent on a point of principle.
- Would normally look for lettering only to be illuminated. Here the back panel is illuminated and aluminium lettering applied.
- My concern with what is proposed is that it results in 150mm planted fascia box, which projects forward of the stone cornice and then requires anti pigeon spikes. This makes for a very messy detail on a building within the conservation area

This looks like a standard format sign. It is common for national companies to also have a "conservation" option up their sleeve. It is appropriate to challenge what is proposed to secure an improved design. The use of fluorescent tube illumination is a very old detail and is often surpassed by LED allowing for a much slimmer box and tidier detail. Alternatively a thin back panel with external illumination would be an improvement on what is shown. There should be the opportunity to modify the design to provide a crisper more subtle detail.

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: 12

Number of site notices: At least one site notice exists - check the number.

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) Effect on the visual amenity and conservation area
- (ii) Highway safety

(i) Effect on the visual amenity and conservation area

7.2 The building is located outside of, but on the boundary of the St Faiths Conservation Area, which includes the pedestrianised area of West Street. The signage would therefore be visible from and have a direct impact on the Conservation Area.

The Conservation Officer has stated that he would prefer to see a more traditional

form of signage commensurate with the Conservation designation of the area. However, the proposed signage would replace the existing signage of Specsavers and is in line with that of the existing signage. It is therefore difficult to conclude that the signage as proposed would be out of keeping or harmful. A view reluctantly agreed with by the Council's Conservation Officer.

It is considered that the replacement signage would be appropriate to the Town Centre location and in keeping with the existing signage of the building and that found within the immediate area. Therefore whilst the proposed signage does not offer any enhancement or improvement it would preserve the existing character and appearance of the Town Centre street scene that forms part of the Conservation Area designation.

(ii) Highway safety

The site is located within the pedestrianised area of West Street and as such is unlikely to result in a distraction to or have an impact on highway users. Notwithstanding this the replacement signage would be similar to that of the existing signage and would not see a noticeable increase to illumination levels. The proposal would therefore not have a greater impact than existing.

8 Conclusion

The application is considered to be acceptable and is therefore recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00666 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 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
- 3 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
- 4 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.

- 5 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.

- 6 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.

- 7 No part of the canopy /fascia shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area.

- 8 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the amenities of the area.

- 9 The intensity of illumination shall not exceed 825 candelas per m2.

Reason: In the interests of the amenities of the area.

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

Location Plan 1:1250 Stamped 9th July 2013
Block Plan 1:500 Stamped 9th July 2013
Proposed Elevations - Drawing No. 79115 - Sheet 1
Detail Elevations - Drawing No. 79115 - Sheet 2
Detail Elevations - Drawing No. 79115 - Sheet 3

Reason: - To ensure provision of a satisfactory development.