
Site Address:	11 Southwood Road, Hayling Island, PO11 9PS		
Proposal:	Retrospective application for display of 1No. non-illuminated roof mounted sign.		
Application No:	APP/18/00730	Expiry Date:	29/10/2018
Applicant:	Mr H Kadkhodaci		
Agent:	Ms M Nazari	Case Officer:	Karen Wooden
Ward:	Hayling East		

Recommendation: **REFUSE ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site comprises a single storey commercial unit of render and flat roof construction, sited on the north side of Southwood Road close to its junction with Rails Lane. It is a mid-terrace unit within a row of 6 units in total - the other units comprising a computer shop; dog grooming parlour; occupied takeaway; barbers shop and art shop.
- 1.2 The unit has a conventional shop frontage onto Southwood Road with a display window - this provides the only access into the unit. To the front is a small hardsurfaced forecourt with benches to provide an outside area for eating.
- 1.3 The row of units to which No.9 belongs forms the eastern arm of the Rails Lane Local Centre.

2 Planning History

APP/10/00080 - Change of use from a vacant A1 shop to a restaurant (A3) attached to the existing takeaway at No. 13, including alterations to the shop front. ,
PERM,24/06/2010

APP/14/00461 - Change of use from A1 retail to A5 takeaway., PERM,25/07/2014

APP/14/00877 - Discharge of Condition No. 2 of Planning Permission APP/14/00461.,
PERM,06/01/2015

3 Proposal

Retrospective application for display of 1No. non-illuminated roof mounted sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority have no adverse comment to this application

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: 24

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

Statutory advertisement: Not applicable.

Number of representations received: 7

Comment	Officer Comment
SUPPORTING COMMENTS i have absolutely no objection to the advertising fish n' chip sign above the fish n' chip shop. If you are just walking or driving past it, you don't even notice it unless you look upwards, so it's hardly conspicuous at all. I have the computer repair shop at No 7 and I've been here for 19 years this coming January and it has always been difficult to get customers to frequent our set of shops at the best of times. So i say let him have his sign, we do not need anymore shops along this bit, lying empty for months at a time, it is bad for the nine businesses that are along this stretch of southwood road, and, also bad for all the other businesses at the 'white's corner set of shops.	Noted
I have no objection regarding the sign. I might apply for new bigger sign myself in future	Noted
I can confirm that we are the owners of 11 Southwood Road, Hayling Island PO11 9PS and that we have no objections to the retrospective planning application APP/18/00730.	Noted

OBJECTIONS Sign is not in keeping with rest of shops They have advertisements at end of road on path, there are many other ways to advertise their business paper flyers etc . The sign is just to big and not needed . They have a good buisness and are an assett to the island Their good food and reputation have already been established through normal methods. Sign is just to big and not needed.	Addressed in Section 7 (No. 4)
The grounds for objection are as follows 1. As per the application received by HBC 16.7.18, I refer to section 11(a) details of proposed advertisement, this is not a true representation of height from the ground to the base of the advertisement but in fact the height of the sign above the roof of the building. - Section 11(F) states west facing but the sign is in fact, south facing. 2. Disproportionate in size to the overall size of the shop. 3. The sign increases the main shop front by approximately 50% 4. The Graphics and lettering of the sign are excessive both in size and visual impact. 5. The signage is not representative of the general area and should not set a precedence which my concerns already seem to have been confirmed by the comments raised in the support given by 17 Southwood Road i.e: "I might apply for a new bigger sign myself". 6. The sign is fitted to the roof and is wholly above the shop increasing the overall height above ground of the premise by approximately 1.5 meters. 7. This sign is in addition to the already substantial facia and shop window advertisements. 8. I believe that this sign falls way outside of the general rules that apply to the granting of shop advertising. 9. This sign has been fixed to the flat roof of the building which could present a safety issue due to the high winds that prevail in that particular vicinity. 10. This application if granted would impact on the overall outlook of the area. I confirm that I object to the signage above the roof and feel that the business could be far better promoted in a more appropriate way.	Noted and addressed in Section 7
I feel extremely anxious about this proposal, regardless of the fact that this sign is so big that it will look out of place amongst the small parade of shops at Southwood Road but also as far as I am aware there are no other eateries on the Island that have such a large sign advertising their business.	Addressed in Section 7.

I am genuinely concerned about the safety aspect of this sign. As a resident of Hayling myself and, due to the adverse weather that we are now experiencing, the wind gets to a very high strength around the surrounding areas of the seafront and feel that a sign to this magnitude could propose a risk to safety when the stormy weather over the winter months. Having such a large advertisement will only attract more people to double park on the bus route, there have been a number of incidents on the road not only with obstruction to other road users but also people arguing about the way the cars are parked.	This is not a planning consideration
I object to this retrospective planning application for extra signage at this business for the following reasons: *the sign is too big and too high and no other business in this area has signage like this *it's totally unnecessary and visually harmful to the immediate area *this business already has plenty of signage advertising themselves; on the windows, the signage already on the shop front, a pavement sign on the corner of Rails Lane and Southwood Road and bench seats/tables immediately outside of the shop front -all of which clearly show passers by the type of business at this premise. *Should this retrospective planning application be approved, this will set a precedent for other businesses to apply for this type of large, high and unnecessary signage	Addressed in Section 7
I object to this retrospective planning application for extra signage at this business for the following reasons: *the current signage advertising the type of business at the premise is more than adequate and seems to meet planning policy *the current signage and the already additional signage on footpath junction of Rails Lane and Southwood Road, is more than sufficient for potential customers to understand what the business is offering *the extra roof top sign is out of keeping with the immediate street scene and those in the surrounding area of Rails Lane/Southwood Road *if approved this will set a precedent for roof top signage at other businesses in the locale	Addressed in Section 7

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
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The site is located within Rails Lane Local Centre, which comprises shops, other businesses and residential properties. The application site is one of 6 units located within a terrace on the northern side of Southwood Road, close to the junction with Rails Lane. With regard to this application it is observed that the 5 other units within the terrace advertise their businesses by means of fascia boards and free-standing swing signs to the front. In addition to these forms of advertisement, the application site also benefits from a projecting sign. The signage currently sited on the flat roof of No. 11 measures 1.385m in height (when measured from the roofslope) and 2.920m in width. By virtue of its size it is highly visible from the public domain along Southwood Road and Rails Lane.

7.3 It is noted that fascia boards are the main form of advertisement used for the other units within Rails Lane Local Centre. No other form of roof advertisement is found on the units to the south along the Sea Front, the units to the north along Rails Lane or within close proximity to the application site within Southwood Road.

7.4 Therefore it is considered that the positioning and size of the sign is incongruous within both the immediate and surrounding streetscenes and will have a visually harmful impact on the character of the area.

(ii) Highway safety

7.5 The council's Highways Engineer has been consulted and has raised no objections to the sign and therefore it is not considered to have a significant impact on highway safety

(iii) Effect on residential amenity

7.6 The unit is sited within a location which has a mix of retail and residential properties. The unit the subject of this application is sited towards the middle of a terrace of retail units, however there are residential properties located to the east, south and west of the terrace. It is considered that the proposed signage would have an adverse impact on the occupiers of the properties to the south, in terms of their visual amenity.

8. Conclusion

8.1 The proposed sign is considered to be unacceptable and the application is therefore recommended for the refusal of advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **REFUSE ADVERTISEMENT CONSENT** for application APP/18/00730 for the following reasons.

- 1 The proposed advertisement, by reason of its size, scale and design, would adversely affect the character of the building and surrounding area, and would create an undesirable precedent which would make it difficult to refuse further similar applications, and would therefore be contrary to policies CS4 and CS16 of the Havant Borough Core Strategy 2011 and AL3 and DM21 of the Havant Borough Allocations Plan 2014.
- 2 The erection of this sign in addition to the existing advertisements displayed on the building would result in an excessive display of advertisements which would be detrimental to the visual amenities of the area and therefore be contrary to policies CS4 and CS16 of the Havant Borough Core Strategy 2011 and AL3 and DM21 of the Havant Borough Allocations Plan 2014.