
Site Address:	Youth Centre, 118 Elizabeth Road, Waterlooville		
Proposal:	2No. non-illuminated fascia signs.		
Application No:	APP/17/00232	Expiry Date:	09/11/2017
Applicant:	Mrs K Honour		
Agent:		Case Officer:	Emma Chisnall
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a single storey dog day care unit located within the defined urban area. The site is located on the northern side of Elizabeth Road and is surrounded by green open space. To the north of the site is Purbrook Junior School, which is separated from the site by a mature belt of tree. The closest residential properties are located approximately 52 metres to the south east of the site.
- 1.2 Parking is available via an area of hard-surfacing to the west of the site which can accommodate multiple cars and the unit has an open presence on the streetscene with a modest screening to the front constructed of metal fencing approximately 1m high.

2 Planning History

01/64708/000 - Erection of single storey temporary building for use as community facility for period of five years, TPP,08/10/2001
07/64708/001 - Retention of single storey temporary building as a Community Facility., WD,19/11/2007
08/64708/002 - Consultation by Hampshire County Council for permanent retention of existing building for youth and community use., PERM,28/07/2008
APP/16/00450 - Change of use, UNK,
APP/16/00709 - Variation of Condition 4 of Planning Permission 07/64708/001 relating to age restrictions., UNK,
APP/17/00231 - Change of use from Community Centre (Use Class D2) to Dog Day Care unit (Use Class Sui Generis)., PERM,17/05/2017

3 Proposal

2No. non-illuminated fascia signs.

4 Policy Considerations

National Planning Policy Framework 2012

Havant Borough Council Borough Design Guide SPD December 2011

Outdoor advertisements and signs: a guide for advertisers June 2007

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

No adverse comment

Property Services Manager

No adverse comment

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: 0

Number of site notices: Not applicable.

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) Principle of development
- (ii) Impact upon the character and appearance of the area
- (iii) Impact upon residential amenity
- (iv) Highway Safety

- (i) Principle of development

7.2 The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. The signs are proposed to the front and side of the dog day care unit centre in Elizabeth Road. Although this is the only unit of this kind within the immediate area the signs are considered a necessary part of the businesses use to permit advertisement under the recent planning application APP/17/00231 to change the use from the youth centre and as such, the principle of the development is supported, subject to planning conditions.

- (ii) Impact upon the character and appearance of the area

7.3 The signs proposed on the dog day care unit are considered to be modest in size and shall be constructed of an allibond composite and presented on a thin materials that shall not project out from the elevations. Although this is the only unit of this use within the immediate area the signs are considered to be appropriate in size to the size of the unit and due to their position and design are considered to look in keeping to the unit whilst not causing a significant impact to the visual amenity of the locality.

(iii) Impact upon residential amenity

7.4 The application site is set a significant distance away from the residential development to the south and the school to the north. It is therefore considered that due to this and that the signs are a modest size and proposed to be non-illuminated that the proposed development would have a negligible impact on the residential properties and school surrounding the area. It is noted that sufficient screening is in place between the dog day care unit and school in particular. No objections were received in regards to the scheme.

(iv) Highway Safety

7.5 The Development Engineer has been consulted in regards to the sign and has raised no adverse comment in regards to highway and public safety therefore the proposed advertisement is considered acceptable.

8 Conclusion

8.1 It is considered that the advertisement results in a limited and acceptable impact and therefore complies with policy CS16 of the Local Plan (Core Strategy) and the Local Plan (Allocations) policy DM21 and can therefore be considered acceptable.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00232 subject to the following conditions:-

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

Elevations and Proposed Sign: Received 07.09.2017

Site and Location Plan: Licence number 100019217

Block Plan showing position of signs: Licence number 100019217 Received 11th Sep 2017

Reason: - To ensure provision of a satisfactory development.