
Site Address:	21 Park Parade, Havant, PO9 5AA		
Proposal:	Display 1No. non-illuminated fascia sign. (Revised application).		
Application No:	APP/17/00427	Expiry Date:	13/06/2017
Applicant:	Mr P Muwanga		
Agent:		Case Officer:	Emma Chisnall
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is located on the south side of Park Parade within the defined urban area. Access to the building is via Park Parade (albeit by pedestrians only), with vehicular access to the rear via Tidworth Road. No 21 Park Parade is used as 'Bodyworx Gym' with a branding using green, black and white colours on a composite aluminium board. The site has no access to the gym from the rear but wishes to have a sign along the rear elevation in order to advertise the site to passing trade.
- 1.2 The site is located within a terrace of commercial buildings, comprising two storeys in height and has a predominantly flat roof. To the east and west of the building are commercial units, to the south of the building is a car park owned by Havant Borough Council and to the north of the site are more commercial units with retail uses at ground floor level. The surrounding area is of a medium density with a mixture of retail and commercial uses.

2 Planning History

APP/15/00533 - Change of use from retail (use Class A1) to Health and Fitness club (use Class D2)., PERM,21/07/2015
APP/16/00524 - Insertion of 3 new windows to west elevation., PERM,01/07/2016
APP/16/01096 - Display 1No. externally non-illuminated fascia sign. , PERM,09/12/2016

3 Proposal

Display 1No. non-illuminated fascia sign. (Revised application). The revised sign shall measure 1200mm in height, 3050mm in length and shall be on 5mm white aluminium composite board. The lettering for the words 'Bodyworkx 360' shall be 200mm in height and the word 'gym' shall be 350mm in height.

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

Highways 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: 10

Number of site notices: 1

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 sign is proposed to the rear of No 21 for the bodyworx gym and along this elevation there are multiple other examples of signs for the commercial businesses along Park Parade. Although it is noted that many of these businesses can be accessed from the rear and therefore the advertisement is justified to bring awareness of this entrance, it is also noted that to advertise along this elevation would help encourage business to the site. Therefore the development is considered to be acceptable, subject to planning conditions.

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

7.3 To the rear of Park Parade there are signs in place that are considered adequate in

size and are presented on thin materials which are typically pinned to the wall. Under application APP/16/01096 permission was granted for a larger sign to be installed on a corrugated board and after amendments and reductions in size, the sign was permitted. A new proposal has now been made under the current application that reduces the sign further in size with a new reduced length being 3.5m but with different wording and sizes of wording. The sign maintains a 1.2m high which is considered to fit in with the other signs present in the streetscene. The new reduced length coupled with no suggested illumination and an acceptable height for the lettering is considered to reduce the impact caused sufficiently for the works to have a limited and acceptable impact. As the previous permission remains capable of implementation a condition shall be included with the decision to ensure the new permission under APP/17/00427 is not carried out in combination with the previous permission granted under application APP/16/01096.

7.4 Although the material proposed is considered to be dominant in appearance the reduction of the signs size has reduced this impact improving the visual amenity. As a result the harm caused is considered to be limited and acceptable and due to the other examples of signs along Park Parade it is considered the sign for the gym will look in keeping to the character of the area and not out of place.

(iii) Impact upon residential amenity

7.5 The application site is located within a commercial area and is therefore set a significant distance away from residential development. It is therefore considered that the development would have a negligible impact on the residential properties in the surrounding area or the commercial units located immediately adjacent to the site.

7.6 The residential units are set substantially away from the site by two highways, Tidworth Road and Stockheath Road. The curtilage boundary to the rear of the site is made up of part hedging and part trees and due to the size of the works proposed and the screening in place it is considered that the residential units and surrounding businesses will remain unaffected by the proposed works and amenity levels will be maintained. Therefore the development can be considered acceptable.

(iv) Highway Safety

7.7 The Development Engineer has been consulted in regards to the sign and has no concerns to raise 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 policies 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/17/00427 subject to the following conditions:-

- 1 The signage hereby permitted shall be a mutually exclusive alternative to the signage granted advertisement consent under Application ref: APP/16/01096

and shall not be carried out in combination with that consent.

Reason: To accord with the terms of this application and to ensure a satisfactory level of signage in the interests of the character and appearance of the area having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.

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

Proposed Sign: Received via Email 22.06.2017

Proposed Elevation and Site Plan with Dimensions: Received via email
22.06.2017

Individual Elevation Plan: Received via email 22.06.2017

Reason: - To ensure provision of a satisfactory development.