
Site Address:	Cambridge Garage, 23 Bedhampton Road, Havant, PO9 3ES		
Proposal:	Display of 2No. internally illuminated LED signs and 3No. external flag poles.		
Application No:	APP/17/00600	Expiry Date:	07/08/2017
Applicant:	Mr White Merson- ASG		
Agent:	Mrs Dwyer Merson Signs Ltd	Case Officer:	Lewis Oliver
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Cambridge Garage, is an existing Volvo dealership located within the defined urban area. The site is located adjacent to residential properties to the immediate south, east and north. To the east is a community centre and to the north east lies the Golden Lion Public House.

Shops and other garage premises lie to the west - as a result the locality has a mixed commercial/residential character. Bedhampton Road itself is a busy B-class road (the B2149).

2 Planning History

90/50109/004 - Alterations to rear elevation of workshop including insertion of new vehicle doors.

, PERM,06/03/1990

90/50109/005 - Two storey extension including glazed canopies to front and rear of existing building., PERM,

90/50109/006 - for internally illuminated gantry sign: internally illuminated lettering and light to canopy and shop fascia: internally illuminated pump spreaders and 3 internally illuminated wall mounted signs for a limited period of five years

, PERM,17/05/1990

90/50109/009 - One illuminated double-sided forecourt sign., REF,08/10/1990

00/50109/015 - Erection of 5.5 metre high internally illuminated double sided freestanding sign., PERM,04/12/2000

00/50109/014 - Refurbishment, alteration and extension to garage premises to provide showroom, workshop, replacement car wash and valet bay (resubmission)., S106,15/11/2000

99/50109/012 - Change of Use of petrol station forecourt and payment kiosk to vehicle sales/dis

play area and sales office (retrospective), PERM,21/04/1999

99/50109/013 - Refurbishment and redevelopment to provide showroom, workshop, replacement car wash and valet bay

, WD,22/06/2000

98/50109/011 - Portakabin to west end of car park to be used for temporary storage, TPP,26/06/1998

94/50109/010 - Retrospective application for the erection of a 2.4m high galvanised steel palisade fence around south-west corne of site., PERM,04/08/1994
GEN/10/00718 - Proposed signage, ,13/10/2010 09:59:34
APP/11/00328 - Display of 1No. non-illuminated freestanding sign, PERM,24/05/2011
APP/17/00329 - Modernisation and refurbishment works to showroom along north, south and east elevation; installation of external galvanised plant platform to south elevation and associated new external air conditioning units; replacement external lighting.

Extension of Time Agreement 9th June 2017, PERM,08/06/2017

3 Proposal

The proposal is for the Display of 2No. internally illuminated LED signs, which are to replace the existing internally illuminated signs. The proposal also involves the erection of 3No. external flag poles, the height of the flags would be 6 metres, with the bottom part of the flag being 4 metres above ground level.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

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

Havant Borough Local Plan (Allocations) July 2014
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The flagpoles are on private land but it appears that flag brackets overhang the Highway. I would like to know by how much and also what is the measurement from ground level to the bottom of the flag.

Officer comment: *The applicant has clarified that the flags would be 4m above ground level, and on this basis there would be no conflict between them and pedestrian users of the footway.*

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: 14

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

Statutory advertisement: Not applicable.

Number of representations received: 2

Comment	Officer Comment
Flags are out of keeping with the character and appearance of the area	See section 7.1 (i)
Noise from flags would have adverse impact on amenity of neighbouring properties	See section 7.1 (i)
Adverse impact on lighting of the internal signs on residential amenity	See section 7.1 (i)
Adverse impact on highway safety from fluttering flags	See section 7.1 (ii)
Loss of a private view	This is not a material planning consideration

7 Planning Considerations

7.1 Having regard to the criteria of the Advertisement Regulations and relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Effect on visual amenity
- (ii) Highway safety

(i) Effect on visual amenity

Fascia signs

The surrounding area is defined by a number of commercial uses in the form of shops and garages to the west and north. In addition the Bedhampton Community Centre is to the east of the site. The existing building already features a large number of signs on the building, and all of which are illuminated. In this context the replacement signs would be unlikely to have any further impact on the character of the area. This proposal would also reduce the level and extent of illumination by having only two signs, compared to the existing extended trough lit signage, along the front and side elevations. As such it is considered with regard to this element the proposed signs would not have a significant adverse impact on the visual amenity of the area or on neighbouring properties.

Flag poles

The proposal includes 3 flag poles on the front boundary, adjacent to the large existing Volvo Totem sign. The flags would have a height of 6 metres, with the bottom of the flags being 4metres above ground level - as such they would be of similar height, but far more slender than the Totem sign which will continue to dominate the frontage of the premises. As outlined above the site is set amongst existing commercial uses, and the flags would be read in the context of both the existing totem sign on site and the wider street furniture, particularly the existing street lights, which are approximately 8

metres in height. When the flags are read in the context of the area, it is considered that the flag poles would not cause such a significant adverse impact on the amenity of the area to justify a reason for refusal on this basis.

(ii) Highway safety

The Council's Development Engineer has not highlighted a cause for concern relating to the use of the signs, therefore the proposed signage and flags is considered acceptable in terms of its impact on highway/public safety.

8 Conclusion

The proposed siting, design, use of colour and level of illumination of the advertisements would not appear visually intrusive or result in an adverse impact to residential amenities of neighbouring properties. In addition the development is not considered to have a significant adverse impact on highway safety

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00600 subject to the following conditions:

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

SITE PLAN - CD-V50033-1.1

GENERAL ARRANGEMENT - CD-V50033-1.2 Rev B

COMPONENTS SPECIFICATION 1 CD-V50033-1.3 - Rev B

SITE PLAN CD-V50033-1.4 Rev B

COMPONENTS SPECIFICATION 2 CD-V50033-1.5 Rev B

PROPOSED EXTERNALS - CD-V50033-1.6 Rev B

Reason: - To ensure provision of a satisfactory development.