

Recommendation: **GRANT ADVERTISEMENT CONSENT**

08/61367/006 - Construction of new store on site of existing dilapidated building, and change of use and alterations to provide 2No. first floor flats and 2No. ground floor

offices., PERM,27/11/2008

08/61367/007 - Listed Building Consent for construction of new store on site of existing dilapidated building, and change of use and alterations to provide 2No. first floor flats and 2No. ground floor offices., PERM,27/11/2008

APP/11/00249 - Tree works., UNK,

APP/13/00215 - Reduce 1No. Yew (T1) to provide 2m clearance from roof of Coach House subject to TPO 1686., PERM,15/04/2013

APP/17/00624 - Listed Building application for display of 3No. non-illuminated Notice Board signs attached to exterior of Church House., DEL,

### **3 Proposal**

- 3.1 As originally submitted this application was for the display of 3No. non-illuminated Notice Board signs attached to the exterior of Church House; the display of 1No. non-illuminated Aluminium 'A' frame folding sign to be located within the front courtyard; and the display of 2No. Waterproof banners sign attached to the front railings.
- 3.2 Following consultation responses received, the application has been amended to remove one of the Notice Board signs (the one at upper floor level). As revised, the proposal is therefore for the display of 2No. non-illuminated Notice Board signs attached to the exterior of Church House; the display of 1No. non-illuminated Aluminium 'A' frame folding sign to be located within the front courtyard and the display of 2No. Waterproof banners sign attached to the front railings.
- 3.3 The application has been submitted on a part retrospective basis following an investigation by the Council's Enforcement Team.

### **4 Policy Considerations**

#### National Planning Policy Framework 2012

#### Havant Borough Local Plan (Core Strategy) March 2011

- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
- CS16 (High Quality Design)

#### Havant Borough Local Plan (Allocations) July 2014

- DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Grade 2

Conservation Area: St Faiths

## **5            Statutory and Non Statutory Consultations**

### **Conservation Officer**

Church House dates from the 18th century, with early C19 alterations. It is Grade II listed and is also located within the St Faith's Conservation Area.

Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 ("1990 Act") requires local planning authorities to have special regard to the desirability of preserving a listed building, its setting or any features of special architectural or historic interest when considering whether to grant listed building consent.

6 no illuminated signs are proposed as part of this application. I have considered each sign below:

#### **Charity Shop Sign**

The Charity Shop is located in what would have been the stable block. The need to identify the shop and its function is fully understood. The building does not lend itself to a traditional fascia sign and as such the small non illuminated sign that has been erected does not harm the historic interest of the building.

#### **Activities sign in brick up window reveal**

The blocked window opening provides an ideal frame for a sign and I have no objection to its size. I also welcome that it is non-illuminated. The design however, would benefit from improvement. The amount of information on the sign makes it fairly readable and intelligible to passers by particularly from any distance. Whilst on balance I do not believe the sign should be refused I would like to take this opportunity to suggest that the sign is altered in the future to reduce amount of clutter and produce a more succinct sign.

#### **Proposed sign for 1st floor bricked up window**

It is my opinion that this sign is a step too far in terms of the visual clutter an extra sign will have on this elevation and visually a sign board in this location sits awkwardly. The key approach and view of the building is from North Street. The upper part of the building is concealed in medium to long distance views by the striking yew tree which frames views and makes its own important contribution to the landscape. I therefore feel a sign at this level will have less impact in terms of identifying the building than might first have been thought. I would therefore suggest the application is amended to remove the sign from the scheme.

#### **Two A-framed signs**

Again two A-framed signs will appear as an over proliferation of signs in this sensitive

location. I am more than happy to accept one of these signs but two starts to clutter the appearance. The application should therefore be amended to allow for one sign only.

#### Banner signs

The two banner signs are generally considered to be acceptable as long as they are taken in once opening hours have finished. This will need to be conditioned as part of any approval.

**Officer comment:** *The first floor sign has since been omitted from the application. With regard to the A-frame signs, only 1 sign is in fact proposed - it will feature advertising relating to either the cafe or the church at any one time.*

#### 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: 11

Number of site notices: One

Statutory advertisement: 23/06/2017

Number of representations received: 0

### 7 Planning Considerations

7.1 In accordance with the Advertisement Regulations, and having regard to the relevant policies of the development plan and NPPF it is considered that the main issues arising from this application are:

- (i) Impact upon amenity
- (ii) Impact upon public safety

#### (i) Impact upon amenity

7.2 As amended, the proposal the subject of this application comprises five separate advertisements, 2 of which are to be attached to the front elevation at ground floor level (and on this basis Listed Building consent has also been applied for

separately), two banner advertisements to be attached to the railings which form the front boundary and 1 x 'A' frame advertisement to be displayed within the front courtyard of the application site.

- 7.3 The site lies within a sensitive location within a designated Conservation Area, whereby S72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on local authorities, when exercising their planning functions, as follows: "special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area." Furthermore the advertisements are proposed to both lie on, and affect the setting of a Grade II listed building, and here S66 of the above Act imposes a further duty as follows: "shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

Taking these duties into account, each advertisement has been considered on its own merits in terms of its impact on amenity which are detailed below.

- 7.4 Advertisement 1 (Charity Shop Identification Sign) - Whilst this advertisement has already been erected and therefore consent is being applied for retrospectively, it is considered that the building does not lend itself to a traditional fascia sign and as such the small non-illuminated sign that has been erected is not considered to harm the historic interest of the building or the character and appearance of the St Faith's Conservation Area.
- 7.5 Advertisement 2 (Play Cafe sign in ground floor pre-bricked up alcove) - An advertisement is already being displayed in this location which is due to be replaced with one advertising the cafe on the premises. The Council's Conservation Officer considers that the blocked window opening provides an ideal frame for a sign and has no objection to its size. The revised sign applied for is not considered to harm the historic interest of the building or the character and appearance of the St Faith's Conservation Area.
- 7.6 Advertisement 3 ('A' Frame advertisement)- This advertisement would vary between advertising the cafe or the church, with only one 'A' Frame displayed at any one time. On this basis, it is not considered that this aspect of the proposal would result in any harm to the character and appearance of the Conservation Area.
- 7.7 Advertisements 4 & 5 (Banner Advertisements)- The Council's Conservation Officer considers both banner advertisements proposed to be acceptable, subject to a condition which restricts their display to opening hours only. On this basis, a condition has been recommended to control their display.
- 7.8 As stated above, a separate Listed Building application has been submitted which considers the impact of the advertisements which form a physical attachment to the building and will further consider any impact or harm as a result of the advertisements in relation to the fabric of the Listed Building.
- 7.9 On the basis of the above, it is not considered that the proposal will have an adverse

effect on the amenity of the immediate locality and preserves the character and setting of the Listed Building and Conservation Area. As such, it is deemed that the proposal covers the requirements of Policy DM21 of the HBLP (Allocations) and Policy CS16 of the Core Strategy.

(ii) Impact upon Public Safety

7.10 The Council's Development Engineer has been consulted as part of this application and has confirmed that the Highway Authority has no adverse comment to this application. On this basis, it is not considered that the proposed advertisements would pose any risk to Public Safety.

**8 Conclusion**

8.1 The proposal is considered to be acceptable and is recommended for advertisement consent to be granted.

**9 RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00625 subject to the following conditions:

- 1 The display of the two banner advertisements hereby approved shall be restricted to the opening hours of the Charity Shop and Play Cafe only and shall be removed at all times outside of these hours.

**Reason:** In order to safeguard the listed building's special architectural and historic interest and the amenity of the St Faiths Conservation Area and having due regard to policies CS11 and 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:

Location Plan- received 13th June 2017  
Amended block plan- received 25th July 2017  
Amended signage details- received 25th July 2017  
Heritage Statement- received 13th June 2017

**Reason:** - To ensure provision of a satisfactory development.