
Site Address:	Units 1-4, 1A Victoria Road, Waterloooville, PO7 7ET		
Proposal:	Retention of 1No. externally illuminated fascia sign and 1No. externally illuminated freestanding sign.		
Application No:	APP/17/00244	Expiry Date:	02/05/2017
Applicant:	Mr M Todd		
Agent:		Case Officer:	Tina Pickup
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site comprises land associated with Units 1-4 Victoria Road, which is a single storey building comprising industrial units with parking bays located to the rear of commercial premises in London Road (to the north) and is accessed off Rockville Drive. To the east of the site is a public car park. To the west of the site (outside of this application site but in land under the control of the applicant) the land is used as a car sales business. Across Rockerville Drive to the south are the residential properties in Wellesley Close which are at a higher level.

The 4 units are authorised to be used in connection with vehicle maintenance/repairs/valeting comprising of an MOT Centre, a tyre sales/fitting centre, a mechanics garage and a car valeting centre. Unit C is currently empty and this application relates to the Car Valet business operating out of Unit D.

Although some residences are in the vicinity of the site, the overwhelming character of the area is commercial and characteristic of a town centre environment.

2 Planning History

17055/5 - New garage workshops. Granted planning permission on 21/6/1984 subject to a raft of conditions, which have been varied over time:

APP/11/01505 - Variation of condition 5, 6 and 7 of Planning Permission 17055/5 to permit the use of plant and machinery, and the use of the open area for purposes in connection with the uses of the units as set out on the submitted plans.,
PERM,01/06/2012

APP/15/00030 - Variation of Conditions 5, 6 and 7 of Planning Permission 17055/5 in order to allow continued use of Unit D and associated parking spaces for car valeting. Permitted 03/-3/2015

And new application just in:

APP/17/00568 - Variation to condition 3 of Planning Permission APP/15/00030 to allow parking spaces 1-13 to be used for the purposes of car valeting; also to allow the opening of the car valeting service from 07:00 to 20:00 Mondays to Saturdays

3 Proposal

Retention of 1No. externally illuminated fascia sign and 1No. externally illuminated

freestanding sign.

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
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

With signs fronting the highway it is whether they are going to be a distraction to users of the highway. Normally I am worried about the amount of information that is displayed ,i.e. can you read it and assimilate the information quickly. In this case the information is limited and clear so no highway objection.

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: 2

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No formal letters received but one phonecall from a concerned resident, raising issue re the non-compliance with hours conditions; hoses being a health & safety concern; and sign erected on wall that is part of highway	These issues are not relevant to an advert application, but the breach of hours issue is considered at paras 7.2 - 7.4 below

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations.
- 7.2 This is a retrospective application and the signs already on site. The lettering of the submitted signs advertise that the Hand Car Wash is open 7 days a week between 9am - 6pm. However this is incorrect as condition 3 of APP/15/00030 states that "the spaces numbered 1-5 on plan drawing 121.21.01 (revision b), submitted with the current application, may also be used for the purposes of car valeting, provided that the hours of use do not exceed 9am - 6pm Monday to Saturday and do not exceed 10am - 4pm on Sundays."
- 7.3 This breach of hours has been raised with the applicant and operator of the jet wash business who acknowledge that they currently open for longer hours Mon - Sat but are prepared to comply with the Sunday restrictions. Therefore they have submitted a new application seeking to regularise the hours APP/17/00568 which has yet to be determined.
- 7.4 Notwithstanding the application seeking to vary the hours of use, this advert application needs to be determined and it is only the issues of "amenity" and "public safety" that are material considerations. Case Law notes that the actual content of the display is not a relevant consideration and objections may not be made to the content of an advertisement, its actual wording, message or graphic design. Therefore the fact that the lettering displays opening hours that do not concur with the current authorised opening hours is not directly material to the determination of this advertisement application. The applicant has however shown willingness to co-operate and has temporarily covered up the hours, leaving only the 'Open 7 day a week' displayed. Depending on the outcome of APP/17/00568 the lettering will be changed in the future.

(i) Amenity & Public Safety

- 7.5 Both adverts are externally illuminated with static spot lights. The fascia sign is proportionate to the space above the roller shutter and comparable to others on these units. The sign erected on the boundary wall also doubles as a screen to protect passing pedestrians from any wafting spray of water. It is 1m high and 17.2m long, and mounted on posts set within the application site, behind the boundary wall, such that it has a height of 2m. Whilst it is large, it does not overly dominate the forecourt parking area. In this predominately commercial, street lit area, the signs are not considered to be harmful to either the visual amenity of the area or highway safety and are compliant with Policy DM21. It is recommended that the signs should only be illuminated when the business is open and this can be conditioned.

8 Conclusion

The proposed signage is considered to be appropriate to the site and its context, compliant with relevant policy, and would not have any detrimental effect on either amenity or public safety and is accordingly recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00244 subject to the following conditions

- 1 The hereby approved signs shall only be illuminated during the opening hours of the car wash business operating from Unit D and at no other time.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:
Block Plan/Site Plan Scale 1:500 Drawing No a 01
Proposed Signs Drawing No a 02
North east elevation Drawing No a 03
South east elevation Scale 1:100 Drawing No a 04
Reason: - To ensure provision of a satisfactory development.