

Recommendation: **GRANT ADVERTISEMENT CONSENT**

90/55539/000 - Conversion of stable block and hay barn to create additional residential accommodation with new dormer on north-west elevation and single storey rear extension, PERM,09/01/1991

90/55539/001 - Conversion of stable block & hay barn into residential accommodation with new dormer on north west elevation demolition of existing toilet lean-to single storey rear extension, addition of rooflights & fenestration alterations PERM,09/01/1991

92/55539/004 - Erection of conservatory in southern corner of site, PERM, 92/55539/005 - Listed Building application for conservatory in southern corner of site, PERM,19/05/1992

06/55539/006 - Use of property for part specialist dental surgery - periodontics (Class D1) and part residential accommodation., PERM,20/09/2006

07/55539/007 - Listed Building Consent for retention of pole mounted non-illuminated sign., PERM,08/08/2007

07/55539/008 - Relief from Condition 2 and 3 of Planning Permission 06/55539/006 for the use of residential accommodation as part of a Surgery and to allow up to 40 appointments per day., REF,21/01/2008

07/55539/009 - Installation of 2 air conditioning units. , PERM,04/02/2008

07/55539/010 - Listed Building Consent for installation of 2 air conditioning units., PERM,04/02/2008

08/55539/011 - Removal of condition 2 and variation of condition 3 of Planning Permission 06/55539/006 to allow use of first floor residential rooms as additional surgery rooms with associated increase in number of appointments per day to 35. , PERM,07/05/2008

APP/13/00526 - Installation of freestanding 'micro office' building., PERM,06/08/2013
APP/16/00250 - Listed Building application for 1No. non-illuminated board sign affixed to end (north) wall of building and 1No. non-illuminated board sign affixed to (north) boundary wall/fence., WD,22/04/2016
APP/16/00265 - Display of 2No. non-illuminated board signs., WD,22/04/2016
APP/16/01224 - Listed Building application for display of 1No. non-illuminated board sign affixed to north elevation, and 1No. non-illuminated pole mounted sign affixed to boundary wall (revised application)., DEL,

3 Proposal

Display of 1No. non-illuminated board sign affixed to north elevation, and 1No. non-illuminated pole mounted sign affixed to boundary wall (revised application).

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS11	(Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16	(High Quality Design)
CS4	()
DM8	(Conservation, Protection and Enhancement of Existing Natural Features)

Havant Borough Local Plan (Allocations) July 2014

AL1	(Presumption in Favour of Sustainable Development)
DM21	(Shopfronts, Signs, Security Shutters and Advertisements)
AL3	(Town, District and Local Centres)

Havant Borough Design Guide Dec 2011

Outdoor Advertisements and Signs: A guide for advertisers 2007.

Listed Building Grade: Grade 2
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Development Engineer Comment:

No adverse comment in regards 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: 1

Statutory advertisement: 09/12/2016

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 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. One sign is proposed to the top side elevation of No 4 which faces Havant Road and the other along the boundary wall of the site. Although it is acknowledged that No 4 is a listed building and therefore the Local Planning Authority have the duty to protect and preserve the heritage of the site the proposed signs are considered to be in context to the site and therefore in principle the development is considered acceptable subject to planning conditions.

(ii) Impact upon the character of the area

7.3 No 4 Havant Road is located in an area where surrounding businesses have similar advertisements in place so it is felt that the signs proposed to No 4 should not look out of place nor detract significant character from the area. The design of the signs are considered to be acceptable following a previous application that was submitted and later withdrawn. The signs have now been amended and propose a sign to the side elevation near the top with grey writing directly onto the wall. The second sign is smaller in size but is in matching colours on a board type display which is to be positioned along the boundary wall to the side of the dentist that fronts Havant Road. These changes improve and reduce the visual appearance of the signs and match them to No 4 so they appear more akin to the local area. The dominance of the signs is reduced significantly enough to ensure limited harm will be caused to the heritage of the building and therefore the development can be considered acceptable.

(iii) Impact upon residential amenity

7.4 The residential and commercial units nearby are separated by Havant Road and are set adequately away from the signs proposed at No 4. This distance coupled with the size of the signs proposed, the subtlety of the design and that the signs will not be illuminated should ensure that the neighbouring dwellings and businesses are not significantly impacted by the proposed works.

(iv) Highway Safety

7.5 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 advertisements result in a limited and acceptable impact and therefore complies with policies of the Local Plan (Core Strategy) and the Local Plan (Allocations) policy DM21 and can therefore be considered acceptable.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01222 subject to the following conditions:-

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

Heritage Statement: Received 28.11.2016

Location Plan Ordnance Survey Number: 0100031673

Proposed Sign Plan Received 28.11.2016

Reason: - To ensure provision of a satisfactory development.