
Site Address: Rear of 21 Park Parade, Havant, PO9 5AA
Proposal: Display 1No. externally non-illuminated fascia sign.
Application No: APP/16/01096 Expiry Date: 14/12/2016
Applicant: Mr A Davis
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 corrugated metal background. 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

3 Proposal

Display 1No. externally non- illuminated fascia sign measuring 1.2m in height along the middle part of the rear elevation wall of 21 Park Parade.

4 Policy Considerations

National Planning Policy Framework

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)

Outdoor advertisements and signs: a guide for advertisers 2007

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

5 Statutory and Non Statutory Consultations

Development Engineer - Highways 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: 10

Number of site notices: Not applicable.

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 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 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 material which is typically pinned to the wall. The sign proposed to No 21 was originally large in size and illuminated which was considered to visually alter the appearance of the area and appear over-bearing and dominant. The plans were amended that removed the illumination element of the sign and also reduced the sign to a height of 1.2m bringing it into keeping with the other signs along the rear elevations of Park Parade.

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/16/01096 subject to the following conditions:-

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

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

Proposed Sign, Elevation Plan and Photographs Received 08.12.2016

Reason: - To ensure provision of a satisfactory development.