

Recommendation: **GRANT PERMISSION**

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Havant Borough Design Guide Dec 2011

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Mr P Marshall, Development Engineer Comment:

No adverse comment in regards to this application.

Estates Manager, Corporate Group Comment:

With reference to the above application I would advise that the Estates Team has no objection to the variation of condition. The applicant is advised that in addition to seeking planning consent they should also ensure they obtain Landlord's consent in respect of this proposal.

Planning Officer Comment: This will be added as an informative on the 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: 29

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) Highways

(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 proposed sign does not alter the position nor height of the original sign that was previously

permitted in September 2016. The change proposed is to the middle part of the sign where the services are listed. Instead of these being multiple colours this is now proposed to be in a blue and white colour only with the yellow logo at the top.

- 7.3 Due to the use of the centre there is a duty to advertise its position and use. The colour change of the sign is considered to be acceptable in principle subject to planning conditions.

(ii) Impact upon the character of the area

- 7.4 It is considered that the proposed change in colour to the illuminated totem sign will offer a visual uplift to the original design and reduce the prominence of the sign on the streetscene. As the proposed sign will be positioned in the same location as previously permitted (which can be viewed in the block and location plan 27921-WD-951) it is considered the proposed change will maintain the existing character of the area and would have a limited and acceptable impact.

(iii) Impact upon residential amenity

- 7.5 The illumination levels of the sign and the proposed times the sign will be illuminated has not changed from the previous permission and will be conditioned with the decision. Due to this and that the residential neighbouring dwellings will be set adequately away from the proposed sign it is considered that amenity levels will be maintained and not impacted further as a result of the colour change. Therefore the change to the development can be considered acceptable.

(iv) Highways

- 7.6 The Council's Development Engineer has been consulted and has advised that there are no objections to the application from a highways perspective

8 **Conclusion**

It is considered that the revised colours of the sign do not significantly alter nor impact the character of the area and would maintain amenity levels of the area. The proposal is also acceptable in terms of highway safety and as such it is recommended that the condition attached to the original planning permission should be varied to allow for the change of the colours to the proposed illuminated totem sign.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT PERMISSION** for application APP/16/01054 subject to the following conditions:-

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The intensity of illumination shall not exceed 350 candelas per m2 unless otherwise agreed in writing by the Local Planning Authority.
Reason: In the interests of the amenities of the area and highway safety and

having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations) 2014 and that National Planning Policy Framework.

- 3 The illuminated sign hereby granted Advertisement Consent shall only be illuminated during Waterloo Leisure Centre opening hours.

Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 and DM10 of Havant Borough Local Plan (Core Strategy) 2011 and policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

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

New Road Sign: 27921-WD-952

Block and Location Plan: 27921-WD-951

Reason: - To ensure provision of a satisfactory development.