

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Outdoor Advertisements and Signs: A Guide for Advertisers June 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

Property Services Manager Comment:

The estates team has no objection to this proposal. However as an advisory note, in addition to obtaining planning consent, the application will also need to seek the consent of the landlord to this proposal before proceeding with the work.

Landscape Architect Comment:

Having reviewed the application, I confirm there is no landscape objection to the proposal. Given the existing roadside context and appearance of similar signage associated with the existing petrol station and car sales showroom, the proposed signage is deemed acceptable in terms of scale and appearance. Location of the proposed signage at the corner of Leisure Centre site should minimise the impact upon existing screen planting. Indeed this vegetation and the curved route of Hambledon Road is likely to screen this sign from view further north-westwards

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: 1

Summary: Concern over sign giving mis-leading appearance of where the entrance actually is to the leisure centre causing cars to make u-turns and have the potential for accidents to be caused. Concern over brightness of sign and position with feelings that it best be placed as you enter the retail park, not after it has been passed.

Comment: Consultation has been sought from the highways team in regards to road safety. It is considered that the sign poses no immediate threat to highway safety and therefore would not be refusable on these grounds. Other comments will be addressed in Section 7 'Planning Considerations'.

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 amenity

- (iii) Impact upon residential amenity
- (iv) Highway Safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. Although it is acknowledged the sign is tall in size it is also acknowledged that the Waterloo Leisure Centre has limited advertisements currently showing where the site is. Due to the use of the centre there is a duty to advertise its position and use and it is currently felt the existing advertisement located along Elettra Avenue is not sufficient. Therefore, the development is considered to be acceptable subject to planning conditions.

(ii) Impact upon amenity

The Waterloo Leisure Centre is accessed from Hamledon Road to the east and Elettra Avenue from the south. The businesses are separated from the roads via either pavement or in the case where the sign is proposed an open green space or verge. The open space where the sign for the centre is proposed runs alongside the petrol station and is currently not used.

Concern has been raised regarding the location of the sign compromising highway safety and mis-advertisement of the centre's location. Although the centre is not able to be seen due to the extensive screening in place from the high level trees and hedging, the sign is proposed to be positioned on the corner of the centre's curtilage. It is felt that the current space proposed is a good position for the sign so that it does not appear dominant on the streetscene as there is the space available to accommodate the proposed sign ensuring it can be set away from Hamledon Road which should reduce its visual impact. The position of the sign is also located on the curved route of the road so it is considered the sign is likely to be screened from a north-westwards view. Should the sign be positioned further south along Hamledon Road it is felt the dominance of the sign would increase due to the limited size of the verge being available, alongside increasing the proximity to other existing signs which would have the potential to make the streetscene appear cluttered. Therefore it is considered the position chosen is acceptable.

Along the Hamledon Road green verge there are similar advertisement signs in place for other businesses. One is for the petrol station which is located in the middle of the site and the other for the Toyota garage which is located towards the end of Hamledon Road in closer proximity to the roundabout. Therefore it is not felt that the sign proposed by the Waterloo Leisure Centre would look out of place, nor would detract significant character from the area. It is also considered that due to the other examples within the streetscene that the proposed signage is acceptable in terms of its proposed scale and appearance.

(iii) Impact upon residential amenity

It is noted that the proposed sign is to be illuminated however the harm caused by this to the neighbouring residential dwellings is considered to be minimal as the sign will be positioned adequately away from the dwellings, separated by Hamledon Road and screened by the trees and hedging in place so that the impact caused is reduced significantly enough.

The other businesses within the park have levels of illumination already present in signs and due to their use and the need to advertise during dark hours it seems acceptable to have a reasonable level of illumination in place. The development will be conditioned to ensure that the illumination is only turned on during opening hours of the leisure centre. Details of the illumination levels have not been submitted therefore the strength of the illumination will also be conditioned to ensure that the amount of candela's per sqm is acceptable to reduce any potential impact to light pollution levels. These measures are considered to reduce the potential harm and ensure that amenity is protected for the existing businesses within the retail park.

(iv) Highway Safety

Concern has been raised that the sign has the potential to cause highway safety issues however highways have been consulted and the feedback confirms that the construction of the proposed sign should not create any concerns over public safety. Therefore the highways authority have no adverse comment in regards to this application and it would be appropriate to grant the proposal advertisement consent.

8 Conclusion

It is considered that the size and position of the proposed signage for the Waterlooville Leisure Centre is acceptable. It is felt that the proposed works would not significantly alter nor impact the character of the area as would maintain amenity levels of the area. The proposal is also acceptable in terms of highway safety. Therefore the development can be considered acceptable and to accord with the requirements of the adopted Local Plan (Core Strategy) policies and can be considered acceptable for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00642 subject to the following conditions:-

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

- 2 The illuminated sign hereby granted Advertisement Consent shall only be illuminated during Waterlooville 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.

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

Block and Location Plan: Drawing No 27921-WD951

New Signage Location Plan: Drawing No 27921-WD950

New Road Sign: Drawing No 27921-WD-952

Planning Statement: Received 21.06.2016

Reason: - To ensure provision of a satisfactory development.