
Site Address:	2 Palmers Road, Emsworth, PO10 7DL		
Proposal:	Display of 2No. non illuminated fascia signs		
Application No:	APP/16/01105	Expiry Date:	19/12/2016
Applicant:	Dr P Oakley Acorn Health		
Agent:		Case Officer:	Harriet Pitney
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises a two storey, semi detached dwelling with elevations comprising brick construction (rendered white) and a tiled pitched roof. The application site is located on the northern side of Palmers Road and is currently operating as Emsworth Dental Surgery. An advertisement currently exists on the southern elevation advertising the business currently operating there.

The application site is located amongst other commercial businesses (to the north and west) and other residential development (to the south/east of the site).

2 Planning History

APP/16/00796 - Demolition of existing garage, construction of two storey building comprising 2No. 1 bed flats with associated refuse and cycle storage. ,
WD,03/10/2016

3 Proposal

Application for Advertisement Consent to display 2No. non illuminated fascia signs to the south and west elevations.

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
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

FAO Mr P Marshall, Development Engineer

The Highway Authority has no adverse comment in relation 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: 13

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary: No representations received.

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) Impact upon visual and residential amenity
- (ii) Highway safety

(i) Impact upon visual and residential amenity

It is important to note that the application site is currently operating as Emsworth Dental Surgery and an advertisement of a similar scale and design to that proposed currently exists to the southern elevation. The scale and design of the proposed advertisements, together with the materials and colours proposed, is considered to be acceptable and inkeeping with the character and appearance of the surrounding locality.

The application site is surrounded by a combination of commercial and residential development and is therefore a relatively well lit location with advertisements present on other buildings nearby as expected. To the south of the application site is a residential block, however, it is not considered that the proposed advertisements would cause any detriment to the amenities of the adjacent and surrounding residents, particularly taking into consideration that an advertisement already exists on the southern elevation.

It is noted that no objections have been received in relation to this scheme.

(ii) Highway Safety

The Council's Development Engineer has been consulted as part of this application

and he has concluded that the development would be unlikely to create an unacceptable level of distraction or impact upon public safety.

8 Conclusion

It is considered that the advertisements are reasonable in terms of the impact on the visual amenities of the streetscene and as such the proposal accords with Policies CS16 of the Core Strategy and DM21 of the Allocations Plan.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01105 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:

Location plan- received 24th October 2016

Block plan (image 3 & 4) - received 24th October 2016

Proposed signage visuals- received 24th October 2016

Proposed signage scale plan- received 24th October 2016

Image 1 & 2- Existing and proposed elevations- received 24th October 2016

Image 5 & 6- Existing elevations- received 24th October 2016

Proposed materials- received 24th October 2016

Reason: - To ensure provision of a satisfactory development.