
Site Address:	37 Park Parade, Havant, PO9 5AA		
Proposal:	Advertisement application for 1No. temporary material banner (retrospective).		
Application No:	APP/15/00792	Expiry Date:	08/09/2015
Applicant:	Mr Smith	Team:	Team 2
	South Hampshire Properties		
Agent:	Mr Knight	Case Officer:	Tina Pickup
	Knight Architectural Design		
Ward:	Battins		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site relates to part of the single storey, flat roofed rear 'store' at 37 Park Parade, which is at the western end of the main shopping centre serving the Leigh Park estate. The frontage of the building is two stories and comprises retail shops at ground floor with flats above; and at first floor on the western edge, is a snooker hall. The ground floor western corner of the building has recently been converted to a gym and the application site is immediately to the east of this unit. There is a service corridor behind the shops between the northern wall of the gym and application site.

The site is directly opposite the Tidworth Road public car park and vehicular access is via this one way service road. To the west is the three storey Greywell Heights - which comprises ground floor car parking with residential flats on the two floors above. Whilst a 'town centre' location the site is not within the primary or secondary shopping frontage.

2 Planning History

Most relevant:

Note other current app: APP/15/00791 - Change of use of part ground floor from A1 to D2 (Dance school and fitness classes)

APP/15/00157 - Change of use of part of ground floor from storage (B8) to Retail (A1) - Permission 01/04/2015 but not implemented Conditioned to 0800 to 2000 hrs Mon - Fri, 0900 to 1800 Saturdays & 0900 to 1600 Sundays

APP/12/01178 - conversion of former supermarket into 5No separate retail units with storage area to rear; provision of new shop fronts to Park Parade and new windows and doors to Tidworth Road. Permission 21/12/12 - conditions include: restrict opening hours to 08:00 to 18:00 Mon to Sat and 10:00 to 16:00 on Sundays; Noise not to exceed 5dB(A) below background; deliveries restricted to 07:00 - 20:00 Mon to Fri and 07:00 - 19:00 Saturdays and none on Sundays; no external lighting;

Adjacent unit:

APP/14/01105 - change of use of part ground floor from storage area to gymnasium (use class D2).

permission 17/12/14 - conditions: gym only, no other D2 use;
personal; 0600 - 2200 mon - fri and 0900 - 1800 sats & to 1600 sundays;

3 Proposal

This application seeks advertisement consent to display a 4m x 1m material/canvas banner fixed above the entrance to the unit. The banner is already in place, hence this application is retrospective.

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

Development Engineer - Highways - no adverse comment

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: 5

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:
Comment:

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. These will be referred to in their relevant considerations:

- (i) Amenity
- (ii) Public Safety

(i) Amenity

- 7.2 The banner sign, whilst of a 'temporary' nature being a waterproof fabric, is currently in good condition and not visually inappropriate or out of keeping with the character of the surrounding area. There is considered to be no additional harm to the visual amenity of the wider area as a result of this proposal which is therefore considered to be in accordance with policy DM21 of the Allocations plan.

(ii) Public Safety

- 7.3 The site is located opposite the Tidworth Road car park and visible from across the adjacent roundabout. But the sign is not illuminated and not considered to be a distraction to drivers. The development engineer has raised no objection. As such there is no objection on highway or public safety grounds.

8 Conclusion

The proposed signage is considered to be appropriate to the site and its context, and would not have any detrimental effect on either amenity or public safety. Since it is of a temporary nature, provided it is maintained in a good condition and removed from the site when it is no longer required, in accordance with the standard conditions, then it is recommended to grant retrospective advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00792

(A)

(B) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.

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

- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

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

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

Proposed New D2 Unit to rear (COU) Drawing No KAD 02 A COU Rev A

Reason: - To ensure provision of a satisfactory development.