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|-----------------|--------------------------------------------------------------------------|---------------|---------------|
| Site Address:   | Waterlooville Swimming Pool, Waterberry Drive,<br>Waterlooville, PO7 7UW |               |               |
| Proposal:       | Display of 1No. illuminated Totem sign.                                  |               |               |
| Application No: | APP/15/00834                                                             | Expiry Date:  | 29/09/2015    |
| Applicant:      | Mrs L McHugh<br>Horizon Leisure Centre                                   | Team:         | Team 2        |
| Agent:          |                                                                          | Case Officer: | Emma Chisnall |
| Ward:           | Waterloo                                                                 |               |               |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

Waterlooville leisure centre is a large complex which has public visitors throughout the day and evening. The site is situated in a business park which is spacious and contains various other business, storage and factory sites.

The leisure centre has adequate open space at the entrance of the site where the proposed sign would be constructed. As the proposed sign is a reasonable size it will not take much space and therefore would have a minimal impact on the open space.

Within the business park there is evidence of other totem signs so therefore the proposal at the Waterlooville leisure centre is an acceptable request and the totem sign would not look out of place.

## **2 Planning History**

09/54961/006 - Extension to existing studio at waterlooville leisure centre to create a new dance studio- Permitted.

99/54961/005- Freestanding externally illuminated directional sign- Permitted.

## **3 Proposal**

Display of 1No. illuminated Totem sign. Height from ground is 0.45m. Dimension of the proposed advertisement are 3000 X 1500 X 500mm

## **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)

Havant Borough Council Design Guide Dec 2011

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

## **5 Statutory and Non Statutory Consultations**

Development Engineer - Highways

Comment from Highways: The Highway Authority have no adverse comment on 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: 18

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) Impact on amenity
- (i) Impact on public safety

- (i) Impact on amenity

The open space where the sign is to be erected is currently used as open empty land for the entrance of the leisure centre. The sign itself is an adequate size for the space surrounding it and though it is illuminated the location of the sign is adequately away from the neighbouring business so as to not impact amenity. The sign will be in keeping with the character of the area as there is evidence of other totem signs within the business park.

- (ii) Impact on public safety

The construction of the proposed sign should not create any concerns over public safety and the highways authority have no adverse comment in regards to this application. Therefore it would be appropriate to grant the proposal permission.

## **8 Conclusion**

The size, location and proposal are in accordance with the above and therefore can be recommended for planning permission.

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## **9 RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00834

(A)

(B) for the following reasons/subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.  
**Reason:** To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:  
  
Sign Design: Plan No 1  
Site Plan: Plan No 27921-WD-800  
  
**Reason:** - To ensure provision of a satisfactory development.
- 3 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.
- 4 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.
- 5 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.
- 6 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.
- 7 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.
- 8 That the illuminated sign will only be illuminated during office open hours.

- 9      The intensity of illumination shall not exceed 250 candelas per m<sup>2</sup>.  
**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).