
Site Address:	2 New Road, Havant, PO9 1DE		
Proposal:	Continued display of 2No. wall mounted signs and 1No. freestanding sign.		
Application No:	APP/14/00628	Expiry Date:	13/08/2014
Applicant:	Mr G Robinson	Team:	Team 1
Agent:	Mrs R Nash	Case Officer:	Heather Lealan
	Thorns - Young Ltd		
Ward:	Bedhampton		

Recommendation: **REFUSE ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site of 2 New Road consists of an end terrace two storey dwelling house, constructed in the early part of the 19c. Within the site is a detached two storey building which forms a small home office and an additional area of land to the south west has permission for a further set of offices. The site has an vehicle access off the main road and parking for both the dwelling and the office building constructed.
- 1.2 The area to the surrounding of the site is characterised by a mix of terrace and semi detached residential properties. To the immediate south there is an active railway line and beyond this the land use is more mixed consisting partly of commercial uses and partly residential. The Bedhampton crossing and Bedhampton train station is situated approximately 60m and 80m west of the site respectively.

2 Planning History

02/65539/000

New vehicular access onto New Road.
Permitted and constructed

08/60233/011

This application is connected with land directly adjacent to the site.
Renewal of Planning Permission 03/60233/008 - erection of 2 storey office block with associated car parking utilising the existing access to New Road and new boundary treatment to north western boundary. Permitted 21/11/2008 has been implemented but only at ground level.

APP/12/00073

First floor extension to garage to provide additional storage; rear extension and conversion of whole to home office space.

3 Proposal

- 3.1 Continued display of 2.No wall mounted signs and 1No. freestanding sign - Permitted and constructed

4 Policy Considerations

National Policies

The National Planning Policy Framework, March 2012

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Local Plan (Allocations) 2014

AL1- Presumption in Favour of Development

DM21 - Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer -The signs are not lit and do not extend over the highway, they are not interfering with the operation of the highway and are unlikely to cause a distraction, there is therefore no highway objection.

Network Rail - After reviewing the information provided in relation to the above planning application, Network Rail has no further observations to make.

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: 7

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

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:

- (i) Amenity
- (ii) Public Safety

(i) Amenity

7.2 The site is located in a predominately residential area. There are commercial businesses with associated commercial signage to the north east of the site but the

nature of the road changes significantly within the section of the road in which the application site is located. It is expected that the building should have some form of signage, perhaps in the form of a fascia sign between the upper and lower floors, and it is understood that the two large display boards located to the towards the rear of each side elevation are designed for users of the train line that runs to the rear of the property.

- 7.3 However, it is considered that due to the amount of information contained on these two rear signs that they would be difficult to read by passing commuters and that smaller more targeted signs would be more appropriate. It is considered that the 3 over large signs lead to a cumulative effect and that the prominent location of the sign to the front of the site is detrimental to the visual amenities of the streetscene. Therefore it is considered these signs are detrimental to both the visual appearance of the building itself and represent signage of inappropriate scale and siting. This is therefore contrary to policy CS16 of the Core Strategy and DM21 of the Havant Borough Local Plan (Allocations) Plan, October 2013.

(ii) Public Safety

- 7.3 The new Planning Practice Guidance, 2014, notes at para 67 that "All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings...." etc. The development engineer does not consider that these signs are likely to cause a public safety issue.

8 Conclusion

- 8.1 The cumulation of the 3 display boards and the prominent location of the board adjacent to the highway within what is a predominately residential location is considered to be detrimental to amenity, by virtue of its excessive visual clutter and prominent location.
- 8.2 It is understood the applicant seeks some form of identifying the building as commercial. It is however considered that there would be more appropriate and sympathetic ways to achieve this - for instance an appropriately sized fascia sign to the front of the building and smaller signs to the signs, (with appropriate further advert consent as necessary.)

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **REFUSE ADVERTISEMENT CONSENT** for application APP/14/00628 for the following reason

- 1 The signs by reason of their size and siting are an unduly obtrusive feature in this general streetscene resulting in an excessive display and clutter, to the detriment of the visual amenities of the locality which is predominately

residential in nature. It is therefore contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, and DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework 2012.