
Site Address:	Bowling Club, Recreation Ground, Horndean Road, Emsworth		
Proposal:	Retention of 1No. non-illuminated fascia sign.		
Application No:	APP/14/00284	Expiry Date:	09/05/2014
Applicant:	Emsworth Bowling Club	Team:	Team 2
Agent:	Mr P Kemp	Case Officer:	Tina Pickup
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The bowling club is located within Emsworth Park, known as the Diamond Jubilee Recreation Ground. It is set within the park, to the west of the main Horndean Road and away from the car park, opposite the skate park. The site comprises a red brick single storey building with pitched roof and associated grassed bowling area with landscaped beds surrounding, all set within a 2m high chain link secure fence. There are some large trees within the park, adjacent the eastern fence line.

2 Planning History

06/52368/007 - single storey extension to rear (south) elevation pp 24/4/06

3 Proposal

This is a retrospective application - the sign is already in situ. It is a non-illuminated fascia board sign measuring 2.4m wide by 1.2m high having a thickness of 10mm. It is positioned just below the eaves on the east elevation such that it is 1m above the ground level. The sign faces the entrance gates and access route from within the park.

4 Policy Considerations

National Policies

NPPF

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

Saved Policies of HBDWLP 1996 - 2011 forming part of HBLDF

UF1 (Strategic Gaps)

Havant Borough Local Plan (Allocations) Publication Plan, October 2013

Policy AL2 - Urban Area Boundaries and Undeveloped Gaps between Settlements

Policy DM21 - Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Property Services Manager - No objection
Development Engineer - No adverse comments

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: 3

Number of site notices: 1

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:

- (i) Amenity
- (ii) Public safety

(i) Amenity

7.2 The site is the last building to the west within the park, set back some 180m from the Horndean Road. It is low in height, screened and overall not highly visible. The sign cannot therefore be seen until you approach the site and fenced gates. Whilst it is a large sign it is not overly prominent, being tucked under the eaves where it fits proportionately an area of brick elevation adjacent a door. The site does falls within the Strategic Gap, but the presence of the sign does not lead to any coalescence of development or affect the principle of the gap in any way. There is considered to be no harm to the visual amenity of the area as a result of the display of this sign.

(ii) Public safety

7.3 The proposed sign is non-illuminated and not adjacent a highway. There is no danger to public safety as a result of the display of this sign.

8 Conclusion

8.1 The proposed sign is considered to be appropriate to the building on which it is sited and is not detrimental to either the visual amenity of the park or public safety. It

therefore complies with policy DM21 of the Allocations Plan, 2013. The application is therefore recommended for retrospective advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00284

(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:

A4 Photographs of sign
A4 details of signage wording
A4 aerial photograph
1:1250 site location plan

1:1250 site location plan showing location of advertisement

Reason: - To ensure provision of a satisfactory development.