
Site Address:	Havant Leisure Centre, Civic Centre Road, Havant, PO9 2AY		
Proposal:	Display of 3No. illuminated fascia signs, 3No. wall mounted fabric signs and 7No. hanging signs.		
Application No:	APP/13/01149	Expiry Date:	15/01/2014
Applicant:	Horizon Leisure Centres	Team:	Team 1
Agent:	Mrs Yousefi-Atkinson	Case Officer:	Aaron Wright
	PDP Architecture llp		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Havant Leisure Centre lies to the eastern side of Civic Centre Road, and consists of a predominantly brick structure.

There is a car park opposite the entrance to the south west, and the Public Service Plaza on the western side of the road. To the south east and east the site is adjoined by residential development.

The building subject of this application was the former Havant Bowls Club, but is no longer utilised for this purpose. This building is to be used as a new gym, and this conversion does not require a change of use application to be submitted.

2 Planning History

None relevant

3 Proposal

This application is for the display of 3No. illuminated fascia signs, 3No. wall mounted fabric signs and 7No. hanging signs. The signs would be sited on the north, south and west elevations of the building. The details are lacking in some details, however the applicant has confirmed that the signs will be similar in colour and design to the signs on the existing Leisure Centre Building. The illuminated wording would read 'Horizon Gym' and the lux level would be 1000 lumens per metre.

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

Local Plan (Allocations Plan)

Policy DM21

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

5 Statutory and Non Statutory Consultations

Property Services Manager
No comment.

Southern Water
No 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: 21

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Principle of development
- (ii) Effect on the character and appearance of the area
- (iii) Highway implications

- (i) Principle of development

The site lies in the built up area of Havant where development will normally be granted subject to compliance with the Development Plan and any other material considerations.

- (ii) Effect on the character and appearance of the area

The proposal is for the display of 3No. illuminated fascia signs, 3No. wall mounted fabric signs and 7No. hanging signs.

The signs are proposed to be sited on north, south and west elevations of the building. These elevations are relatively unrelieved, except for several fire doors and a sign advertising the Horizon Leisure Centre.

Whilst this level of advertising on a single building elevation is to some extent unusual, the Leisure Centre wall in question comprises an unrelieved area of brickwork in a prominent location. In this context, the signs would create an element of interest on the building while reinforcing its community role by advertising forthcoming events, activities, offers and facilities. It is therefore considered that the signage is appropriate

for the building and would not adversely affect the character and appearance of the area.

(iii) Highway implications

The road in front of the Leisure Centre serves that building and the adjacent car park only. There are considered to be no adverse implications for highway safety arising from the proposal, and the Development Engineer has raised no objections to the proposals

8 Conclusion

The proposed advertisement signs would not adversely affect the character and appearance of the area. There are considered to be no adverse implications for highway safety arising from the proposal. As such it is recommended that advertisement consent is granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01149 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 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 1992
- 3 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 1992
- 4 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 1992.
- 5 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 1992.

- 6 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 1992.
- 7 The intensity of illumination shall not exceed 1000 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).