

The information, recommendations and advice contained in this report are correct as at the date of preparation, which is more than two weeks in advance of the Committee meeting. Because of these time constraints some reports may have been prepared in advance of the final date given for consultee responses or neighbour comment. Any changes or necessary updates to the report will be made orally at the Committee meeting.

Case Officer	Chris Jones
Application No.	24/00388/ADV
Date Valid	15th July 2024
Expiry date of consultations	21st August 2024
Proposal	Display of 2.4m x 1.2m banner on south elevation
Address	High Street Multi-Storey Car Park High Street Aldershot Hampshire GU11 1SD
Ward	Wellington
Applicant	Rushmoor Borough Council - FAO Diane Highet
Agent	
Recommendation	Permission Granted

Description

1. The application site is the High Street Multi-Storey Car Park, located between the High Street and Wellington Avenue in Aldershot. Part of the ground floor of the car park is currently being used to hold a car boot sale which has been relocated from Pinehurst Car Park in Farnborough, which is due to be demolished.
2. The multi-storey car park was constructed as part of a development that was then known as the Wellington Centre -Phase II, but later became The Galleries. The design of the car park allowed for the holding of markets on its ground floor, which is reflected by the incorporation of a market logo in the trellis of the car park. The ground floor has previously been used for the holding of general markets and a car boot sale. Planning permission RSH05325 was granted for this development on 14 June 1988 and the planning permission does not contain any planning conditions that specify that markets must be of a particular type or must be held on specific days or times only. Consequently, it is considered that no planning permission would have been required for when the car boot sale was formerly held there or for its resumption more recently as the car park was designed and approved to allow for the holding of markets as an incidental use.
3. The current application seeks Express Advertisement Consent for the continued display of a vinyl banner measuring 2.4m x 1.2m advertising the car boot sale, which

has been attached to the trellis at the western end of the building on its High Street elevation. The banner has a predominantly white background with dark blue text and blue and red highlights.

4. The application is being referred to the Development Management Committee as the banner is displayed by the Council, who operate the car boot sale.

Consultee Responses

HCC Highways Development No Objection
Planning

Neighbours notified

In addition to posting a site notice, 13 individual letters of notification were sent to properties in High Street.

Neighbour comments

None received at the time of writing. An update will be provided to Members of any comments that have been received in the meantime.

Policy and determining issues

5. The application site is defined as being within the Aldershot Town Centre and as part of The Galleries Site Allocation for residential redevelopment on the policies map of the Rushmoor Local Plan. Policy DE9 – Advertisements is considered to be relevant to the proposal.
6. This is an application for Express Advertisement Consent. In considering applications for Advertisement Consent, officers can only have regard to ‘amenity’ and ‘public safety’¹. As such, the main determining issues are considered to be the impact on highway safety, impact on adjoining land uses, impact on the character and amenity of the surrounding area, including any heritage assets and impact upon the character, appearance and architectural value of the building on which it is displayed.

Commentary

7. The Local Highway Authority have been consulted and have commented that banner is not anticipated to result in a significant impact to the safety or operation of the local highway network. As such, the Highway Authority have no objection to the proposal.
8. The banner is small in size relative to the building on which it is displayed and is non-illuminated. It is not expected to have any material and adverse impact on adjoining land uses, including the outlook and amenity of any flats located on the opposite side of the High Street.
9. For the same reasons, it is considered that the banner would have little impact on the general character of the area. There are no other similar signs on the building and no undesirable clutter of advertisements would result. There are no heritage assets in the

¹ See Paragraph: 026 Reference ID: 18b-026-20140306 of the Planning Practice Guidance - [Advertisements - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

vicinity which would be affected by the continued display of this sign.

10. Likewise, the continued display of the banner would have no material and adverse impact upon the appearance of the building. It is noted that banner sign is being proposed rather than a more permanent sign since the use of the car park for car boot sales is expected to be temporary only, pending a new more permanent location being found for the event. The car park itself is due to be demolished as part of a phased development that was approved under planning permission 20/00508/FULPP in October 2020 and which is now under way – “Redevelopment of the High Street Car Park, The Galleries Shopping Centre and the Arcade Shopping Centre to provide a phased development comprising 596 flats (330no. one bedroom and 266no. two bedroom), flexible commercial uses within Use Class E (commercial, business & service uses) and/or Use Class F.1 (learning and non-residential institutions; excluding schools and places of worship), public car parking and residents' car and cycle parking, together with external amenity areas including roof gardens and public realm.”
11. It is considered that the display of a banner would be acceptable to promote the temporary use of the carpark for car boot sales.
12. It is therefore concluded that the proposal banner would not be detrimental to highway safety, to adjoining land uses or to the general character and amenity of the area and that the proposal accords with Policy DE9 of the Rushmoor Local Plan.

FULL RECOMMENDATION

13. It is recommended that SUBJECT to no new or substantial objections being received by the expiry of the consultation date (21st August 2024) the Head of Planning in consultation with the Chairman be authorised to GRANT permission subject to the following conditions:

THE STANDARD CONDITIONS

Conditions attaching to all consents granted or deemed to be granted for the display of advertisements:-

1. 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.
2. No advertisement shall be sited or displayed so as to-
 - a. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity

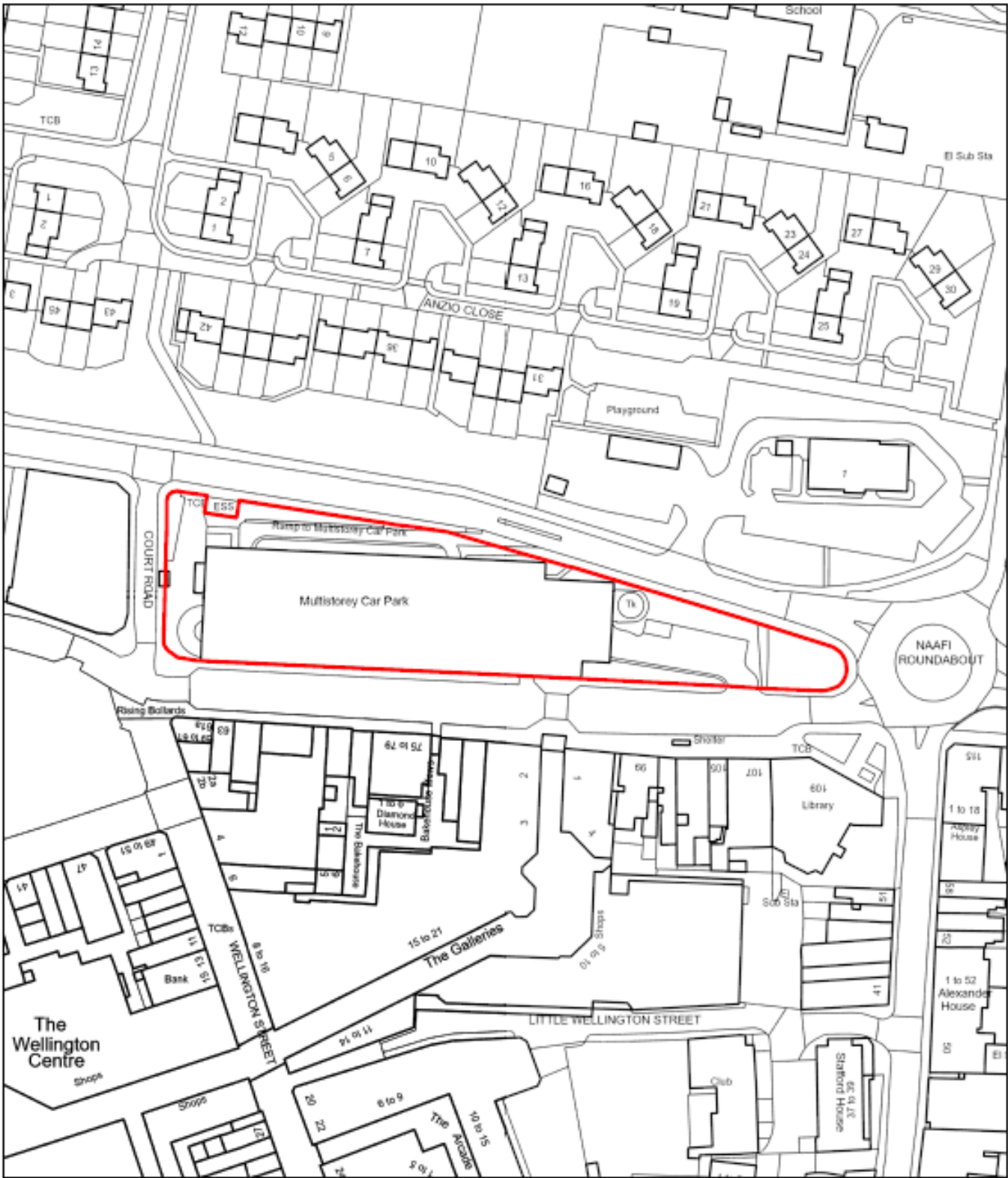
ADDITIONAL CONDITIONS

6. The signage hereby permitted shall be carried out in accordance with the following approved drawings – Sign Details Drawing and site location plan


Reason - To ensure the signage is displayed in accordance with the permission granted

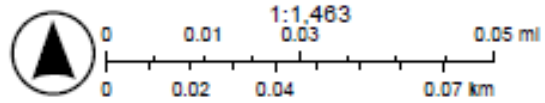
Informatives

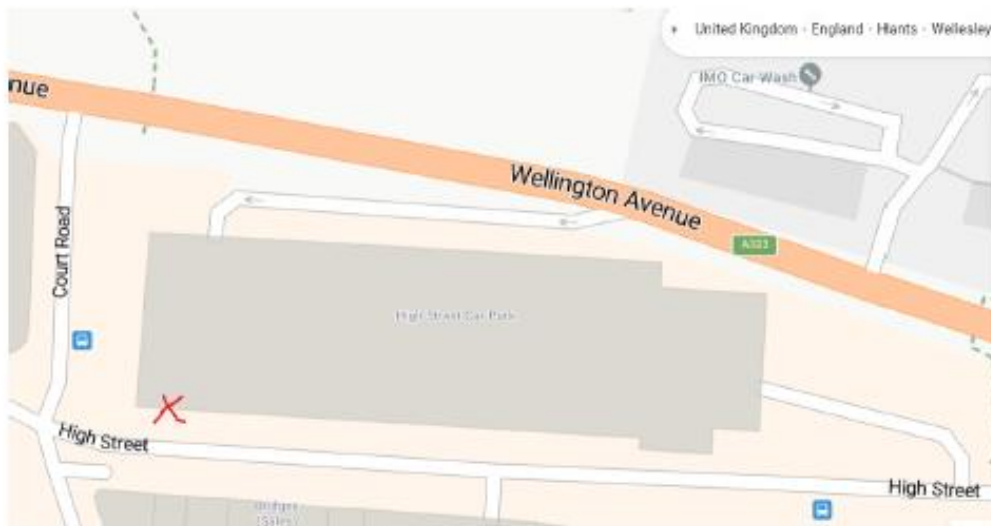
- 1 INFORMATIVE – The Local Planning Authority’s commitment to working with the applicants in a positive and proactive way is demonstrated by its offer of pre-application discussion to all, and assistance in the validation and determination of applications through the provision of clear guidance regarding necessary supporting information or amendments both before and after submission, in line with the National Planning Policy Framework.



7/30/2024, 12:55:49 PM

 Planning Application





Sign Location Plan



Sign in situ