
Site Address:	The Wellington Public House, 73 London Road, Waterlooville, PO7 7EX		
Proposal:	Display 1No. No-illuminated wall painting.		
Application No:	APP/20/00353	Expiry Date:	06/07/2020
Applicant:	Mr Forfar London Road Restaurants Ltd		
Agent:		Case Officer:	Selina Donophy
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is currently occupied by the Number73 bar and kitchen , formerly the Wellington Public House (Use Class A4) . The building occupies a prominent corner location on London Road and Chapel Lane and is within the defined town centre of Waterlooville. The main building is a 2 storey building beneath a pitched roof with dormers to the front elevation. To the side the building has been extended at two storey level and to the rear there is a service yard and open parking area. The building is constructed of a mixture of brickwork and cladding.

The surrounding area is of a mixed character of commercial uses on the ground floor, with residential accommodation on the upper floors. The buildings are of 2-3 storeys in height, with some having pitched roofs, and others have flat roofs. These buildings tend to abut the back edge of the adjoining footpaths with areas of hardstanding used for parking and servicing provision.

2 Planning History

97/54369/002 - Externally illuminated and non-illuminated signs on front, side and rear elevations of building, PERM,26/01/1998

03/54369/003 - Display of 1 No. externally illuminated projecting sign, 1 No. externally illuminated fascia sign and 2 No. internally illuminated poster case signs all to the south east elevation., PERM,07/08/2003

07/54369/004 - Retention of lantern roof over part of courtyard., PERM,18/01/2008

APP/11/00062 - Display of 1No. illuminated fascia sign to rear, 1No. hanging sign, 9No. non-illuminated fascia signs, 8No. floodlights (6No. to the front elevation and 2No. to the rear elevation), 1No. new lantern to front entrance and refurbish 1No. existing half lantern to rear. , PERM,23/03/2011

APP/17/00282 - Application to determine whether prior approval is required for the demolition of The Wellington Public House and any proposed restoration of the site., PAYA,12/04/2017

APP/17/00442 - Demolition of the existing building and the erection of a 3 storey building comprising a retail outlet on the ground floor with associated rear service and parking, with 4 no.1 bedroom and 4 no.2 bedroom flats above., REF,28/06/2017

APP/17/01355 - Proposed partial demolition of rearward extension and carry out internal alterations, external alterations to include front & rear dormers to main roof slopes of existing building to provide 4no. number serviced apartments, and erect a proposed first / second floor side extension to provide 4no. flats. Retention of pub at

ground floor. Discharge of Conditions 3 and 4 (27.02.2018). Discharge of Condition 5 (21.3.18)., PERM,31/01/2018
APP/18/00323 - Reserved Matters, UNK,04/04/2018
APP/19/00866 - Application for Lawful Development Certificate for existing development of reconfiguration of internal walls at first floor.
, WD,14/01/2020

3 Proposal

Display 1No. No-illuminated wall painting.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

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

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson
No comment

Councillor Mike Sceal
No comment

Councillor Peter Wade
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: 13

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

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) Visual amenity
- (ii) Highway safety

(i) Visual amenity

7.2 This proposal comprises a wall painted sign advertising the Number73 bar and kitchen. The sign would have dimensions of 3 metres height by 2 metres width with lettering painted in white on a black background. In terms of visual impact , advertising such as this is not judged to be out of place in a defined shopping and town centre area. This particular design is judged to reasonably modest in appearance .

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 This sign would not be illuminated, limiting any potential impact upon highway safety. This area is mainly pedestrianised with a bus route sited to the front; limiting the volume of traffic passing by.

8. **Conclusion**

8.1 The proposed sign is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00353 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by 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:

Block and location plan received 12.05.2020

Proposed advert received 05.05.2020

Image scale confirmation email received 17.06.2020

Reason: - To ensure provision of a satisfactory development.