
Site Address:	223 London Road, Waterloo, PO8 8DA		
Proposal:	1No: non-illuminated fascia sign and 1No: free standing V sign.		
Application No:	APP/20/00337	Expiry Date:	08/07/2020
Applicant:	Ms K Galliford		
Agent:	Mrs C Williams	Case Officer:	Tina Pickup
	Innovate 4		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 **Site Description**

Note - Due to Coronavirus a site visit was not possible but the agent supplied photos of the application site which have been used to inform this decision, together with reference to google maps and local knowledge

The application site relates to a detached two storey property on the west side of London Road, opposite The Queen's Inclosure. It was a former Doctor's surgery (i.e. a D1 use) that is currently vacant. The property is sat at a slightly elevated level relative to the road, where there is a mature frontage screening including a TPO'd tree. There is an existing "V" shaped sign within this frontage planting appertaining to the former Doctors surgery.

2 **Planning History**

00/57188/002 - Change of use of first floor from residential to uses ancillary to the ground floor doctors surgery., PERM,02/01/2001
92/57188/000 - Single storey rear extension, extension to front canopy, ne disabled access to front and new canopy to side., PERM,
03/57188/003 - Application to fell an Oak tree (T1) and to crown reduce by 15% and deadwood an Oak tree (T2) subject to TPO 1287., PERM,05/06/2003

And also current application on the site, as yet undetermined:

APP/20/00336 - Refurbishment of existing building including fenestration alterations, addition of rear parapet and canopy to single storey element, increase in height of side wall to form side screen for proposed first floor pergola over existing roof terrace; and replacement first floor handrails. New pedestrian access, bicycle stand and bin store.

3 **Proposal**

1No: non-illuminated fascia sign and 1No: free standing V sign.

The proposed fascia sign would measure 1m x 0.6m and be mounted on the front elevation of the property, under the porch canopy adjacent the entrance.

The proposed freestanding V sign would have 2 panels, each measuring 1.2m wide x 0.92m and set on posts 1m such that its overall height would be 1.92m high. It would be sited within the frontage landscaped area, more-or-less as a like for like replacement, though marginally to the north, closer to the new pedestrian access

proposed under APP/20/00336.
Neither sign would be illuminated.

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

DM8 (Conservation, Protection and Enhancement of Existing Natural Features)

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

Southern Water

A formal application for any new connection to the public foul and surface water sewer required, request Informative. Disposal of surface water should follow hierarchy within Part 3 of Building Regs.

Officer Note - it is considered this is irrelevant to this advertisement application and should appertain to APP/20/00336

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: 3

Comment	Officer Comment
3 letters have been received but all are considered to relate to APP/20/00336 as they raise points about the proposed use as a nursery, associated traffic and parking, noise etc; impact on hedgehogs etc - they do not relate to the proposed sign.	

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 and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. Case Law notes that the actual content of the display of a sign is not a relevant consideration and therefore objections may not be made to the content of an advertisement, its actual wording, message or graphic design.

(i) Impact on Amenity

The proposed frontage V sign would be a replacement of a similar sized and located V sign and would not constitute a new or imposing feature in the street scene. It would be nestled amongst the shrubbery of the landscaped frontage strip and is considered proportionate to this area. The fascia sign would also be modest and appropriate to the host building and unobtrusive. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and, not result in clutter or light pollution. Neither sign would be illuminated and their appropriate size and siting is considered appropriate and would not result in visual clutter.

The three supporting posts for the signage would be within the RPA of the frontage TPO'd tree but their insertion into the ground would cause very minimal ground disturbance and would be unlikely to harm the overall health of the TPO'd tree within the frontage area. Overall it is considered that the proposed signage would not be overly prominent or harmful to the visual amenity of this area and would be compliant with Policy DM21.

(ii) Impact on Public Safety

The application site is located on the classified A3 with a shared cycle pedestrian road at this point and double yellow lines. The currently vacant site has a lawful D1 use and is to be put back into use as a children's nursery, also a D1 use, under permitted development rights. Arguably the frontage V sign will improve highway safety as it will act as a visual guide to identify the precise entrance of the site for drivers of visitors and minimise false turns. It is not considered that the proposed signage would negatively impact highway safety for either vehicles, cyclists or pedestrians, in accordance with Policy DM21.

8. Conclusion

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

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00337 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site and Location Plan Drawing No. P100 Rev B
Proposed Elevations and Signage page 2 Drawing No. P211 Rev A

Reason: - To ensure provision of a satisfactory development.