
Site Address:	2A Hambledon Parade, Waterlooville, PO7 6XE		
Proposal:	1no. internally illuminated fascia sign (Retrospective).		
Application No:	APP/19/01124	Expiry Date:	08/01/2020
Applicant:	Ms J Clark Notemachine UK Ltd		
Agent:		Case Officer:	Joseph Toole
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

2A Hambledon Parade, Waterlooville, PO7 6XE is a convenience shop located within Hambledon Road shopping parade. The site has parking for customers to the front and an access drive runs to the rear for servicing and deliveries.

2 Planning History

02/65630/000 - Change of use from A1 (Retail) to A3 Hot Food (drink & takeaway), REF,19/12/2002

03/65630/001 - Change of use from A1 Retail to A3 Hot Food/Drink Takeaway with associated ductwork to rear elevation., REF,28/04/2003

03/65630/002 - Change of use from A1 (Retail) to A3 (Hot food take away) with associated extraction flue to the rear elevation., REF,13/01/2004

04/65630/003 - Change of use from shop (A1-B2) to hot food takeaway (A3), REF,20/09/2004

05/65630/004 - Change of use from Shop (A1) to Hot Food Takeaway (A5)., REF,17/06/2005

07/65630/005 - Change of use from Class A1 to cafe/restaurant (Class A3). Installation of external flue to rear elevation and replace rear double doors with a door and wall. , REF,20/08/2007

10/65630/006 - Change of use from A1 to A3/A5. The business is a sandwich bar at the moment but like it to be a cafe/sandwich bar. Open from 8-5. Many customers are requesting cooked breakfast and at the moment cannot provide for them. , UNK, APP/19/01122 - Installation of ATM machine to shop front (Retrospective)., DEL,

3 Proposal

1no. internally illuminated fascia sign (Retrospective).

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

DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

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: 10

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

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) Interests of Amenity
- (ii) Public Safety

(i) Interests of Amenity

7.2 The proposed illumination level is not overly prominent due to its small size and as a result does not have an undue impact on the character and appearance of the area.

7.3 There are residential flats at the first floor above the commercial units and 3-4 storey flats directly opposite. It is considered that the fascia sign due to its limited and static level of illumination has no undue impact on the amenities of the occupiers of these residential units. It is considered the proposal does not have an adverse effect on the visual amenity of the immediate locality. Consequently, it is considered that the retrospective works are in accordance with the requirements of Policy DM10 of the HBCS and Policy DM21 of the Havant Local Plan (Allocations).

(ii) Public Safety

7.4 It is considered that the 1no. internally illuminated fascia sign with a low illuminance level of 100cd/m² does not have an adverse impact on highway safety. The proposal would therefore comply with Policy DM21 of the Havant Local Plan (Allocations).

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/19/01124

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location Plan
Block Plan
Pre-Existing Elevation and Floor Plan - T019458_PE
As Installed Elevation and Floor Plan - T019458_A1
Fascia Elevation - NM-GA-F1-B
Reason: - To ensure provision of a satisfactory development.
- 2 No part of the fascia sign shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.
- 3 The intensity of illumination shall not exceed 100 candelas per m2.
Reason: In the interests of the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).