
Site Address:	226 London Road, Waterlooville, PO7 7HP		
Proposal:	2No. static internally illuminated fascia signs.		
Application No:	APP/19/00500	Expiry Date:	17/07/2019
Applicant:	Mr Cadman Jeffries & Partners Ltd		
Agent:		Case Officer:	John Shaw
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a mix of a pitched roof two storey element with a single storey flat roof element to the rear and which sits to the southern end of Waterlooville town centre. The unit is currently vacant but works are underway to convert it to serve the applicant, Jeffries, Estate & Letting Agents; the previous occupier was also an estate and letting agents. The main entrance is from London Road with an additional rear access opening out to a shared car park for the application unit and the attached adjacent units. The attached adjacent unit to the north east is currently occupied by a take-away; the attached adjacent unit to the south west is occupied by a hairdressers

2 Planning History

Nonrelevant

3 Proposal

2No. static internally illuminated fascia signs.

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)
CS17	(Concentration and Distribution of Development within the Urban Areas)
DM10	(Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1	(Presumption in Favour of Sustainable Development)
AL3	(Town, District and Local Centres)
AL2	(Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

No objection. The maximum illuminance level of the signs shall be 280cd/m2

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: 14

Number of site notices: 1

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) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The unit previously had static illuminated fascia signs to the front and rear elevation with an additional illuminated projecting sign to the front elevation. The current proposal would see the previous two fascia signs replaced (they have already been removed at the time of the officer's site visit) with signage similar in regard to design and proposed colour scheme and with low level static internal illumination. No projecting sign forms part of the current proposal. The signs would be a proportionate addition to the streetscene where illuminated fascia signage are common features. The proposed illumination level would not be overly prominent though would be sufficient for operational purposes of the business and would overall not have an undue impact on the character and appearance of the area.

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 It is considered that the erection of 2x internally illuminated signs at the site with a low illuminance level of 280cd/m2 would have no adverse impact on highway safety and no objection has been raised by the Local Highways Authority. The proposal would therefore comply with DM21 of the Havant Local Plan.

(iii) Effect on residential amenity

- 7.5 There are residential flats at first floor above the commercial units to the opposite side of London Road and there are other examples of residential accommodation above the shop frontages within the immediate locality. It is considered that the proposed adverts due to their limited and static level of illumination would have no undue impact on the amenities of the occupiers of these residential units and so would comply with Policy DM10 relating to Pollution and DM21 of the Havant Local Plan.

8. Conclusion

- 8.1 The proposed signs are 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/19/00500 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:
Front Elevation, Rev E;
Rear Elevation, Rev E;
Signs Visual, Rev E;
Front Visual, Rev E;
Rear Visual, Rev E;
Fixing Section, Rev E
Reason: - To ensure provision of a satisfactory development.
- 3 No part of the fascia signs 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.
- 4 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 20-14 and the National Planning Policy Framework.
- 5 The intensity of illumination shall not exceed 280 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).