
Site Address:	96 London Road, Widley, Waterloooville, PO7 5AB		
Proposal:	Display of 3No. Hoarding signs.		
Application No:	APP/19/00457	Expiry Date:	21/06/2019
Applicant:	Mr De Vos The Physiotherapy Centre (Waterlooville) Ltd		
Agent:	Mr Sanford	Case Officer:	Karen Wooden
	Red Box Business		
Ward:	Purbrook		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a purpose built Physiotherapy Centre with a flat above. The building is located on the eastern side of London Road and is set back with a grass verge between the site and the public highway. An advertising board is currently located to the front, advertising the centre.
- 1.2 London Road provides a mix of residential, retail units and other businesses.

2 Planning History

90/51307/002 - Renewal of permission Number 26677/4 outline application for a two bedroomed bungalow at rear of the surgery adjoining 96 London Road Widley., PERM,
96/51307/010 - Application for variation of Condition 10 of planning permission 94/51307/6 to retain clear glazing on easternmost window on ground floor of north elevation and northernmost window on first, PERM,28/03/1996
95/51307/008 - Two bed bungalow detached and single detached garage, PERM,
94/51307/006 - New medical centre with two bedroom flat in roofspace., PERM,
91/51307/003 - Renewal of Outline Application for the erection of 4 No. flats with car parking at rear, PERM,
92/51307/004 - Renewal of P.P. 26677/3 to construct new surgery with flat over and C/U of existing surgery to a dwelling with additions including pitched roof with dormer windows., PERM,13/08/1992
93/51307/005 - Renewal of permission number 90/51307/2 : Outline Application for a two bedroomed bungalow at rear of existing surgery, PERM,

3 Proposal

Display of 3No. Hoarding 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)

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

Hampshire Highways

No objection.

Southern Water

The location of any sign posts and foundations to such features as support poles etc. should be kept clear of public sewers (a map of such sewers is visible via this following link

http://dmshst23a.havant.idox:8080/IDOXSoftware/IG_display/1175550.pdf?docid=1175550&appid=1002&location=VOLUME2&ext=pdf&page=0&size=1&version=0&ftrString=&displayTextAsIs=false&code=AIRETCEQDN

Please note:

- No development or new tree planting should be located within 3 metres either side of the external edge of the public sewer.
- All existing infrastructure should be protected during the course of construction works. Furthermore, due to changes in legislation that came in to force on 1 st October 2011 regarding the future ownership of sewers it is possible that a sewer now deemed to be public could be crossing the above property. Therefore, should any sewer be found during construction works, an investigation of the sewer will be required to ascertain its condition, the number of properties served, and potential means of access before any further works commence on site.

The applicant is advised to discuss the matter further with Southern Water, Sparrowgrove House, Sparrowgrove , Otterbourne, Hampshire S021 2SW (Tel: 0330 303 0119) or www.southernwater.co.uk".

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: 7

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) Effect on the amenity of the area
- (ii) Highway safety

(i) Effect on the amenity of the area

7.2 London Road provides a mix of uses, the properties within close proximity to this site are predominantly residential. Notwithstanding this, the application site currently has an established business use, with one advertising board to the front of the building. The proposed additional signs are to be located either side of the entrance driveway and will stand to the front of the allocated car parking spaces, furthermore the hoardings are considered to be appropriately sized and not detrimental to the appearance of the building or locality.

7.3 It is not considered that the signs would have a significant impact on residential amenity and it is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The proposed signs are non-illuminated and set back from the road. It is considered that the proposals would not be harmful to public (highway) safety.

8. Conclusion

8.1 The proposed hoarding 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/19/00457 subject to the following conditions

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

Location plan - received 26.04.19

Photographs - received 24.06.19

Reason: - To ensure provision of a satisfactory development.