
Site Address: 93 London Road, Waterloo, PO7 7WB
Proposal: Installation of 1no. 865mm high non-illuminated acrylic sign to cover redundant ATM.
Application No: APP/19/00388 Expiry Date: 04/06/2019
Applicant: The Royal Bank of Scotland
Agent: SpaceInvader Design Case Officer: Bee Crawford
Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located at the southern end of the pedestrianised area of Waterloo London Road shopping precinct in a two storey purpose built unit with a flat roof and light grey clad walls situated on the corner of London Road and Hambledon Road. There is pedestrian access from the front and a service road provides vehicular access to the rear.
- 1.2 The area is a pedestrianised precinct with a mixture of two, three and four storey buildings of various age, style and design with a mixture of uses including retail, office, cafe/restaurant and residential.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 The proposal is for the installation of 1 no. 865mm high non-illuminated acrylic sign to cover redundant ATM.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

None.

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: 23

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

(i) Visual Amenity

7.2 The proposed sign would be located on the elevation of the unit fronting London Road pedestrianised area and is to cover an ATM which is no longer in use. The sign will be white text on a purple background and will be constructed from aluminium, acrylic panels and vinyl lettering.

7.3 As the site is situated in a designated commercial centre and the application is to cover an existing ATM, it is not considered the proposal will 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 the proposal would not have any adverse impact with regards to highway safety.

8 Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00388 subject to the following conditions

- 2 No part of the sign shall be illuminated.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

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

Drg no. 005146 Rev R00 Fixing and sign details

Drg no. SID00498-SP Site location plan

Drg no. SID00498-001 Existing elevation plan

Drg no. SID00498-007 Proposed signage detail

Drg no. SID00498-062 Proposed elevation plan

Reason: - To ensure provision of a satisfactory development.