
Site Address:	260 London Road, Waterlooville, PO7 7HG		
Proposal:	1No. static internally illuminated fascia sign and 1No. static internally illuminated projecting/hanging sign.		
Application No:	APP/19/00496	Expiry Date:	04/07/2019
Applicant:	Mr Cawthorn Jonsigns Ltd		
Agent:	Mr Cawthorn Jonsigns Ltd	Case Officer:	Denise Sheath
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a two storey building with residential accommodation on the first floor, located at within the southern part of the of London Road Precinct. The front of the building is pedestrianised with a bus route only using the highway area to the front, the rear provides rear access and a parking area for the shop and residents of the flats above.

- 1.2 The area consists of a purpose built precinct of units of varying uses at ground floor with separate residential accommodation above.

2 Planning History

00/55932/002 - Change of use from A1 retail to A2 Licensed Betting Office and associated new shopfront, REF,18/10/2000

99/55932/001 - Change of Use no. 262 from A2 to A3 (Building soc to restaurant & no 260 from A1

to A3 (shop to restaurant), INV,

91/55932/000 - Alloy, mill finish, roller shutterblind and galvanised steel hood, REF,28/06/1991

APP/17/01073 - Extension at first floor level to create 3No. 1 bed flats., WD,19/12/2017

APP/18/00020 - Erection of first floor structure on top of the existing roof to create 2No. two bed flats and alterations to the shop front to allow access to the residential units (resubmission) (Approved 08/06/2018). Request to Discharge Condition No/s 3, 4 and 6 (16/04/2019)., PERM,08/06/2018

APP/18/00059 - Change of use of no.260 from A1 classification (retail units) and no.262 from A2 Classification (Estate Agents offices) to a A3/A5 classification (Restaurants and Cafes/Hot food takeaways)., PERM,25/07/2018

APP/18/01019 - Installation of entrance door to front elevation., PERM,05/12/2018

APP/18/01245 - Prior notification for change of use from retail use (Class A1/ A2) or a mixed retail and residential use to C3 residential use subject to prior approval covering flooding, highways and transport issues, contamination and impact on adequate provision of services falling within A1/ A2 and sustainability of the shopping area, where applicable; additionally any operational development necessary for conversion is subject to prior approval of design and external appearance., PAYA,04/01/2019

APP/19/00023 - Application to vary condition 2 (approved plans) and/or remove Condition No. 5 of Planning Permission APP/18/00020 relating to parking provision. , UNK,

3 Proposal

1No. static internally illuminated fascia sign and 1No. static internally illuminated projecting/hanging sign.

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)
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

Hampshire Highways

I confirm the Highway Authority have no objection subject to the following condition:-

The maximum illuminance level will be 600cd/m2 and no part of the light source shall be visible from the highway.

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: 8

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

(i) Visual amenity

- 7.2 The proposal is to replace the non illuminated fascia board (previously Carpet Services) with 1 internally illuminated fascia sign, and to provide an internally illuminated projecting sign. The fascia sign is to be internally illuminated, whilst the projecting sign is to be an illuminated logo. The signs are considered appropriate in their commercial context and would have an acceptable 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 The Highway Authority has no adverse comment in relation to this application subject to the following condition 'The maximum illuminance level will be 600cd/m2 and no part of the light source shall be visible from the highway.' The highway to the front of the shop unit is only accessible for buses.

(iii) Effect on residential amenity

- 7.5 There are residential flats in the locality, however it is considered that the proposed adverts would have a limited and acceptable impact on the residential amenities of occupiers. It is recommended that a condition is added to any planning consent to restrict the illumination of the signs to the hours that the unit is open.

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/19/00496 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:
Application Form - Received 09 May 2019
Planning Statement - Received 09 May 2019
Location Plan - Received 09 May 2019
Block Plan - Received 09 May 2019
Sign Details and Elevations - Received 09 May 2019
Reason: - To ensure provision of a satisfactory development.

- 3 No part of the fascia or projecting 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 Publication Local Plan (Allocations)
- 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 Publication Local Plan (Allocations)
- 5 The intensity of illumination shall not exceed 600 candelas per m2.
Reason: In the interests of the highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 6 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.