
Site Address:	39 Mill Road, Waterlooville, PO7 7DH		
Proposal:	Display of 1No. Internally illuminated fascia sign.		
Application No:	APP/18/01296	Expiry Date:	11/02/2019
Applicant:	Ms Clark		
Agent:		Case Officer:	Rachel Ballam
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application property is a ground floor, end of terrace, commercial unit situated adjacent to the junction between Mill Road to the south-west (front) and Bell Crescent to the north-west. The unit is situated within a three storey terrace block constructed from red and yellow brick with concrete roof tiles and white uPVC fenestration. A small parking area and wide pavement separates the premises from the fronting highway. The application site slopes downward from north-west to south-east such that the premises is roughly level with Mill Lane, but set down relative to Bell Crescent. The ground floor of the terrace, and that of the neighbouring terrace block to the south-east, is comprised of retail units and food outlets, whilst the upper floors provide residential accommodation. Within the wider locality development is predominantly characterised by semi-detached residential dwellings.

2 Planning History

94/55906/001 - Change of use from a class A1 to class A3 Takeaway.,
PERM,10/05/1995
91/55906/000 - Change of use from Class A1 to Class A3 Hot Food Takeaway,
REF,09/10/1991
APP/18/01295 - Installation of an ATM machine., DEL,

3 Proposal

- 3.1 The application proposes the display of 1No. Internally illuminated fascia sign to surround a new ATM unit (subject of concurrent application APP/18/01025) to the front elevation of the application property. The sign would feature the words "Free Cash withdrawals" in white lettering upon a black surround, which would be edged by a blue border. Illumination levels are expected to achieve 286.5 cd/m.

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**

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to this application.

Property Services Manager, Corporate Group

Havant Borough Council is the landlord of 39 Mill Road. Correspondence from your applicant, our tenant, has not been received in respect of obtaining Landlord's Consent under the terms of the lease, for the display of a fascia sign. I have contacted the tenant and asked them to request consent.

Jeremy Bulled
Senior Estates Surveyor

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: 13

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

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment

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 proposed sign would be modest in scale and in-keeping in appearance within the context of the commercial nature and character of the premises and surrounding retail units.

- 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 were consulted with regards to the proposal and had "no adverse comment to this application". The proposed sign would be of modest scale

relative to its setting and positioned on an existing elevation where it would not obstruct use of the fronting pavement. The sign would be illuminated to a low level of luminance and would be well separated from the highway by an off road parking area and wide stretch of pavement.

(iii) Effect on residential amenity

- 7.5 An overhanging section of flat roof forms a continuous canopy above the ground floor shop fronts within the terrace and would mitigate the spill of light from the proposed sign to the residential properties above. The sign would be lit to a low level of 286.5 cd/m and positioned within an area already well lit by existing street lighting columns. The sign will be well separated from the facing residential dwellings. It is not expected, therefore, that the proposed sign would impact negatively upon the outlook or amenities of surrounding development.

8. Conclusion

- 8.1 The proposed sign is 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/18/01296 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:
Location Plan
Block Plan
Proposed Plan and Elevation
NM-GA-F1-B Typical Fascia Elevations - 5887
Design and Access Statement
Reason: - To ensure provision of a satisfactory development.