
Site Address:	5 The Clock House, St Georges Walk, Waterloooville, PO7 7HE		
Proposal:	Display of replacement 2No. illuminated fascia signs and 1No. illuminated projecting sign.		
Application No:	APP/19/00077	Expiry Date:	25/03/2019
Applicant:	Duff		
Agent:	L Hawkins	Case Officer:	Rachel Ballam
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application property occupies a prominent corner position in the town centre of Waterloooville, fronted by Hambledon Road and flanked by London Road, both of which are accessible at this point to bus and cycle traffic only. The premises, which is in use as a Subway food outlet, occupies a ground floor position within a three-storey terrace of commercial properties.
- 1.2 Development within the immediate locality is commercial in nature and appearance, predominantly comprised of retail shops and food outlets.

2 Planning History

03/68167/000 - Sub division of existing retail unit into 2 separate self-contained retail units for A1/A2 use, PERM,03/04/2003
03/68167/001 - Change of Use from A1 (retail) to use for motorcycle and accessories sales., PERM,27/08/2003
09/68167/002 - Display of 3No. Internally illuminated contour signs, 1No. internally illuminated projecting sign, 1No. non-illuminated window vinyl, 2No. Non-illuminated opening hours sign and 2No. neon 'open' signs and internally illuminated menu., PERM,02/04/2009

3 Proposal

- 3.1 The application proposes the replacement of 2No. illuminated fascia signs and 1No. illuminated projecting sign.

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 have no adverse comment to this application.

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: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment

Summary:

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 As originally proposed the lettering on the proposed fascia signs was considered overlarge, but this has been reduced to an acceptable level following discussions with the agent. The proposed fascia signs would be brighter in colour than the existing signs to be replaced and there was some initial concern that the signs would appear out of keeping within the street scene. However, having reviewed photographs of similar signs which are already in situ in other locations a view has been taken that the proposed signage would not represent a significant negative impact upon the appearance or character of the street scene.

- 7.3 The proposed projecting sign would be appropriate in its scale and design within the context of the application property and its high street setting.
- 7.4 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
- 7.5 The proposed signs would be positioned such that they would not represent a negative impact upon highways safety for pedestrians or road users. The Highway Authority were consulted on the application and raised no concerns in respect of the proposal.
- (iii) Effect on residential amenity
- 7.6 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposal would not have a significant negative impact upon residential amenity. The illumination levels proposed would be appropriate to the town centre location of the property and would be restricted by condition in respect of luminance and hours of operation.

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/19/00077

(A) 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:

D01R01 - Photo Overlay
D01R01 - Projecting Sign Detail
D01R01 - Design
D01R02 - Proposed new signage
106 - Site and Location Plan

Reason: - To ensure provision of a satisfactory development.

- 3 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)
- 4 The intensity of illumination shall not exceed 200 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).
- 5 The signage hereby permitted shall only be illuminated during the business open hours of host property.
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).