
Site Address:	222A London Road, Waterloooville, PO7 7AA		
Proposal:	Display of 1No. internally illuminated fascia sign.		
Application No:	APP/18/00064	Expiry Date:	06/06/2018
Applicant:	Mr Grist Enterprise Rent-A-Car UK Ltd		
Agent:	Mr Dilawershah LMA Architects Ltd	Case Officer:	Tina Pickup
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site relates to a single storey (with small mezzanine) commercial unit, located to the rear (south-east) of the Shell petrol filling station on the roundabout of the A3 London Road and Rockville Drive, Waterloooville. The unit is currently vacant but was formerly used for motorcycle servicing. The front elevation facing into the petrol station forecourt currently has 2 roller shutter doors and glazed entrance and panels. There is a hardsurfaced area for the parking of cars in front and to the side (north) of the building.

The site backs onto Wickes and is sited in a predominantly commercial area. The site also falls within the identified Town Centre of Waterloooville by Policy CS4 as well as an area identified for Regeneration by Policy CS6.

2 Planning History

90/52218/002 - Erection of double-sided, internally illuminated pole sign (3.25m high) at junction of London Road and Rockville Drive., ZHIS,13/05/1991
06/52218/003 - Change of use from tyre fitting premises to taxi office with associated external alterations. Freestanding radio mast (c. 18m high) to north east of building. , PERM,30/08/2006
06/52218/004 - Display of 2No. internally illuminated fascia signs to front and side elevations and 1No. freestanding internally illuminated call point sign adjacent to Rockville Drive., PERM,30/08/2006
09/52218/005 - Change of Use from Taxi Office (Sui Generis) to Gymnasium (D2) and long stay bike and bin store., PERM,22/05/2009

and current app:

APP/18/00063 - Change of use from motorcycle servicing to vehicle hire branch; increase in height of 2 roller shutter doors and other fenestration changes to front elevation

3 Proposal

Display of 1No. internally illuminated fascia sign.

This would measure 13.6m x 1.4m high having a depth of 196mm and be sited above the lower 3 openings and entrance on the western part of the frontage. The internal lighting would illuminate the white letters only with the remainder of the sign being

opaque black and green. The illumination is stated to be set on a timer to come on between 08:00am and 18:00pm.

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

No adverse comment on 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: 10

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
None received	

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. Case Law notes that the actual content of the display of a sign is not a relevant consideration and therefore objections may not be made to the content of an advertisement, its actual wording, message or graphic design.

(i) Impact on Amenity

Whilst the sign is large, some 13m long, it is nevertheless proportionate to the host building. Furthermore the application building is set back from the main road and behind the canopy and building of the petrol filling station so would be partly screened by these frontage structures. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and, not result in light pollution. The proposed illumination would be timed to the opening hours and in this street lit urban, town centre location is considered appropriate. Overall it is

considered that the signage would not be overly prominent or harmful to the visual amenity of this area and compliant with policy DM21.

(ii) Impact on Public Safety

Because the proposed signage is set back from the highway then it would not be distracting to drivers but could positively identify the site for any customers. The Highway Engineer has not objected to the proposal.

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/18/00064 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Block & Location Plan Dwg No: 001 Rev A
Proposed Site Plan Dwg No: 002 Rev A
Proposed Elevations Dwg No: 210 Rev A
Signage Details by Prestige Signs
Cross section through Sign by Prestige Signs
Reason: - To ensure provision of a satisfactory development.