
Site Address:	51 London Road, Cowplain, Waterloooville, PO8 8UJ		
Proposal:	Display of 2No. internally illuminated fascia signs and 1No. internally illuminated projecting sign.		
Application No:	APP/18/00290	Expiry Date:	23/05/2018
Applicant:	Mr Benson		
Agent:	Mr O'Donovan	Case Officer:	Karen Wooden
	AEW Architects		
Ward:	Cowplain		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site lies within Cowplain District Centre and within the Secondary Shopping Frontage as defined by policies CS17 and AL2 of the Local Plan. No. 51 London Road is located within a run of units containing various town centre uses. At first floor level are residential flats.

There is layby parking to the front of the unit and car parks to the rear on the west of London Road (accessed via both Durley Avenue and Kings Road).

The building is currently vacant but was last used at ground floor level for as a restaurant. The building is two storey with a shop front at ground floor level.

2 Planning History

04/55691/000 - Single storey rear extension, external gantry staircase over giving access to 51A London Road, renewal of extraction system and new shop front., PERM, 16/08/2004

04/55961/001 - Internally illuminated fascia sign and projecting sign fronting London Road., PERM, 14/07/2004

APP/17/01338 - Application for Change of Use from restaurant (Class A3) to a Hot Food Takeaway (Class A5) including a ground floor extension at the rear along with associated works, including new shopfront, extraction and ventilation equipment and ancillary works., PERM, 13/02/2018

APP/18/00436 - Variation of Condition 7 of Planning Permission APP/17/01338 to vary approved plans., INV,

3 Proposal

Display of 2No. internally illuminated fascia signs and 1No. internally 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 has 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: 15

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 existing fascia sign with 2 internally illuminated fascia signs, and to provide an internally illuminated projecting sign. The fascia signs are to have illuminated letters and logo, 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.

(iii) Effect on residential amenity

7.5 There are residential flats in the locality. 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 In conclusion the proposed advertisement are considered acceptable and Advertisement Consent can therefore be recommended.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/00290 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 - PJ000737
Block plan - PJ000773
Proposed shopfront elevations - PJ000773
Proposed sections - PJ000773
Photographs - received
Reason: - To ensure provision of a satisfactory development.
- 3 No part of the fascia 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 200 candelas per m2.
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).
- 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.