
Site Address: 3 The Clock House, 83-91 London Road, Waterlooville,
PO7 7HE

Proposal: Replace 1No projecting signage with new illuminated 500mm projecting sign. Replace 1No fascia and 1No logo with 1No new illuminated fascia in blue with 385mm logo height. Replace 1No ATM surround with new (illuminated) surround and decals. Other non illuminated signage to include replacement statutory signage; new window message "A good way to bank" and replacement safety manifestation.

Application Type: Advertisement

Application No: APP/24/00111 Expiry Date: 03/04/2024

Applicant: Nationwide Building Society

Agent: M Koch Case Officer: Denise Sheath
ISG Design

Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application property occupies the ground floor of a mid terrace building within the town centre of Waterlooville. A wide section of pavement separates the property from the fronting London Road, which is used for bus and cycle traffic only. The premises is currently in use as a Nationwide Building Society. A wall-mounted ATM is situated within the front elevation, accessible from outside of the premises.
- 1.2 Development within the immediate locality is commercial in nature and appearance and predominantly characterised by retail shops and food outlets.

2 Planning History

91/52887/002 - Internally illuminated fascia and projecting signs. PERM

07/52887/003 - To remove 2No. air conditioning units on first floor rear elevation, retain 1No. existing air conditioning unit and reposition. Install 3No. new air conditioning units to first floor rear elevation. Retain 5No. existing air conditioning units on ground floor rear elevation. PERM - 25/04/2007

APP/19/00089 - Display of 1No. internally illuminated projecting sign; 1No. internally illuminated lozenge sign; replace 1No. illuminated ATM surround. PERM - 05/03/2019

APP/21/01380 - Conversion of ground floor to the rear of Unit 1 The Clockhouse, to create 1No. 2 bedroom / 3 person flat with bin and bike provisions, as well as relocation of bins and bike provision for approved development on site. WD - 14/06/2022

3 Proposal

Replace 1No projecting signage with new illuminated 500mm projecting sign. Replace 1No fascia and 1No logo with 1No new illuminated fascia in blue with 385mm logo height. Replace 1No ATM surround with new (illuminated) surround and decals. Other

non illuminated signage to include replacement statutory signage; new window message "A good way to bank" and replacement safety manifestation.

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)

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

This proposal is to update the occupiers logo, as such there is not a significant change from the existing. I therefore confirm the Highway Authority have no objection subject to the following condition :-

The maximum level of illuminance shall be 250cd/square metre.

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: 27

Number of site notices: 1.

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 proposed new replacement signage includes 1No. projecting sign in the same position as the previous projecting sign. Replace the existing fascia board and centred logo and lettering with a new Blue Fascia board, logo and lettering to the centre. Replace the Internal window display with updated Statutory signage as well as a window message reading 'a good way to bank'. As the site is situated in a parade of established commercial units, it is considered the signs would not have an adverse effect on the visual amenity of the immediate locality.
- 7.3 The in-situ replacement of the ATM surround would not impact negatively upon the appearance of the application property or its setting.
- 7.4 The proposal would be appropriate within the context of the host property's town centre location and will not have an adverse effect on the visual amenity of the immediate locality and covers the requirements of policy DM21 of the HBLP (Allocations) 2014.

(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 Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00111 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form - Received - Received 13 February 2024
Planning Statement - Received 13 February 2024
Location Plan - Received 13 February 2024

Block Plan - Received 13 February 2024
Proposed Elevation Plan - Drawing No. PR.00.E1 - Received 13 February 2024

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 250 candelas per m².
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.
- 3 The signage hereby permitted shall only be illuminated during the hours that the business is open to the public.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.