
Site Address:	93 London Road, Waterloo, PO7 7WB		
Proposal:	Removal of existing signage and 2No. ATM's and infill with existing materials.		
Application Type:	Full Planning Permission		
Application No:	APP/22/01010	Expiry Date:	15/12/2022
Applicant:	The Royal Bank of Scotland		
Agent:	SpaceInvader Design	Case Officer:	Denise Sheath
	SpaceInvader Design		
Ward:	Waterloo		

Recommendation: **GRANT PERMISSION**

1 Site Description

The site is located at the southern end of the pedestrianised area of Waterloo London Road shopping precinct in a two storey purpose built unit with a flat roof and light grey clad walls situated on the corner of London Road and Hambledon Road. There is pedestrian access from the front and a service road provides vehicular access to the rear.

The area is a pedestrianised precinct with a mixture of two, three and four storey buildings of various age, style and design with a mixture of uses including retail, office, cafe/restaurant and residential.

2 Planning History

90/51084/001 - Recladding of elevations to London Road and Hambledon Road.
PERM

02/51084/006 - Display of internally illuminated shop fascia sign, double sided projecting sign and non illuminated information signs to both front elevation and side elevations and provision of ATM sign to side elevation. PERM - 10/10/2002

00/51084/005 - Installation of 60cm grey satellite dish (retrospective application).
PERM - 08/01/2001

97/51084/003 - Replace existing A.T.M. with new A.T.M. to front elevation, PERM - 13/02/1998

96/51084/002 - Various internally illuminated fascia and projecting signs and non-illuminated wall signs to the frontages of the building (6 signs total).
PERM, 09/09/1996

APP/15/00244 - Display of 3No. illuminated fascias; 2No. illuminated projecting signs; 3No. lightpocket window posters; 1No. nameplate; 2No. illuminated ATM surrounds and vinyl display. PERM - 27/04/2015

APP/19/00388 - Installation of 1no. 865mm high non-illuminated acrylic sign to cover redundant ATM. PERM - 23/05/2019

3 Proposal

Removal of existing signage and 2No. ATM's and infill with existing materials.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
CS4 (Town, District and Local Centres)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Not Required

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: 36

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) Principle of development
- (ii) Impact upon the character and appearance of the area
- (iii) Impact upon residential amenity

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact upon the character and appearance of the area

The proposal is to remove to all the existing Natwest signage from the external walls of the building replacing them with materials to match the existing building. The existing ATM machines and surrounding signage which are placed within a granite

panel, are to be removed and infilled with a granite panel to match the existing panel, the internal marketing posters and vinyl will be removed from the windows and clear glazing will remain to match the existing windows within the building.

It is not considered the removal of the external and internal signage and the infilling of the areas where the ATM's are to be removed would have a harmful impact upon the character and appearance of the area and the application is therefore considered acceptable. It is deemed the proposal accords with the requirements of policies CS4 and CS16 of the Havant Borough Core Strategy and policy AL3 of the Local Plan (Allocations) 2014.

(iii) Impact upon residential amenity

The proposed development would not appear overbearing and would not lead to any adverse impact on neighbouring amenity in terms of overshadowing, loss of light, overlooking and/or loss of privacy. As such, the proposed development would have a limited and an acceptable impact on nearby residential properties and, therefore, it would meet the requirements of Policy CS16 in the Havant Borough Local Plan (Core Strategy) 2011.

8 Conclusion

The proposal is considered to be acceptable and is recommended for consent.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT PERMISSION** for application APP/22/01010 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:

Application Form - Received 24 October 2022

Site and Location Plan - Drawing No. SID21046.026.101 - Received 24 October 2022

Existing and Proposed Elevations - Drawing No. SID21046.026.104 - Received 24 October 2022

Existing and Proposed Elevations - Drawing No. SID21046.026.103 - Received 24 October 2022

Existing and Proposed Front Elevations - Drawing No. SID21046.026.105 - Received 24 October 2022

Confirmation of Materials - Received 16 January 2023

Reason: - To ensure provision of a satisfactory development.

- 3 The external materials used shall match, in type, colour and texture, those of the existing building so far as practicable.

Reason: In the interests of the amenities of the area and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.