
Site Address:	Centurion, Crookhorn Lane, Waterloooville, PO7 5RE		
Proposal:	Externally illuminated and non illuminated signage		
Application Type:	Advertisement		
Application No:	APP/22/00780	Expiry Date:	09/11/2022
Applicant:	Pubs and Bars Star Pubs and Bars		
Agent:	Miss Jackson	Case Officer:	Graham Speller
	S R Signs		
Ward:	Purbrook		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located on a corner site at the junction of Crookhorn Lane and St Johns Avenue and is occupied by the Centurion Public House.
- 1.2 The surrounding area is primarily residential in character with Morelands Primary School nearby.
- 1.3 The premises are currently undergoing redecoration works.

2 Planning History

97/52051/005A - Various externally illuminated and non-illuminated signs on building and externally illuminated gantry sign to north east corner of car park(sign A only), PERM,08/09/1997

97/52051/005B - Externally illuminated sign B to north east corner of car park, REF,08/09/1997

97/52051/005 - Externally illuminated sign B to north east corner of car park, REF,08/09/1997

94/52051/004 - Single storey extension to form children's room and provision of adjoining external children's play area., PERM,16/02/1995

93/52051/002 - Change of Use of shop to form extension to public house wit associated external alterations., PERM,12/08/1993

03/52051/006 - Display of 1 non illuminated fascia sign to east elevation of Public House and 1 free standing static internally illuminated triple aspect pub sign to front forecourt., SPL,09/06/2003

06/52051/007 - External decking, ramp and door to south-east elevation., PERM,02/05/2006

3 Proposal

- 3.1 Externally illuminated and non illuminated signage.
- 3.2 The application was amended during the course of its consideration. Reconsultation was carried out.

4 Policy Considerations

National Planning Policy Framework 2021

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gary Hughes

No comments received.

Councillor Husky Patel

No comments received.

Councillor Ms C Howard - Purbrook Ward

No comments received.

Hampshire Highways

The Highway Authority are satisfied that the proposed illuminated signage is within the maximum luminance levels for a suburban environmental zone (600cd/m² for signs less than 10m²).

Having regard to the above the Highway Authority provide no objections to these proposals.

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: 1

Statutory advertisement: Not applicable.

Number of representations received: 2

Two letters of representation have been received raising the following issues:

- Concern raised regarding 2 signs marked (C) which show them to be on garage wall which would not be agreed to
- Drawings appear incorrect
- Drawings show window or sign on north elevation of the single storey extension but not in the application
- I do not object to the upgrading of the signage ,but I do object to the lighting of the signage as this will partially illuminate surrounding properties

Comment:

As noted above, the proposal has been amended during the course of its consideration in that the 2 signs marked (C) on the wall of the garage have been relocated to within the site.

The sign or window shown on the north elevation of the single storey element was an error on the drawing that has since been amended to exclude this.

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) Amenity (includes aural and visual amenity)
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Amenity (includes aural and visual amenity)

7.2 The proposed signs would replace existing signs and are not untypical of the similar signage on other public houses.

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 There would be no adverse impact on highway or public safety as a result of the advertisements and it is noted that the Highway Authority raise no objections.

(iii) Effect on residential amenity

- 7.5 As noted above, two signs that appeared to be sited on an adjoining garage have been relocate to within the site. In addition, an error on the submitted plans has been corrected. Sited some distance away from adjacent residential properties, it is considered that there would be no adverse impact on residential amenity as a result of the proposed advertisements.

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/22/00780 subject to the following conditions:

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

LOCATION PLAN

RED LINE BOUNDARY PLAN

BLOCK PLAN WITH SIGNAGE LOCATIONS – REVISED VERSION 2 - 9557

9557 - AMENDED EXISTING AND PROPOSED ELEVATIONS

9557 – PLANNING – 10 DS (PLANNING 3 REVISED DD 19.10.22) -
AMENDED PROPOSED SIGNAGE

PLANNING STATEMENT

Reason: To ensure provision of a satisfactory development.