
Site Address:	230 London Road, Waterlooville, PO7 7HB		
Proposal:	Display of 1No. illuminated fascia and 1No. non-illuminated fascia sign to side elevation.		
Application No:	APP/13/00875	Expiry Date:	30/10/2013
Applicant:	Mr Webster	Team:	Team 2
	Arun Estates		
Agent:	Mr Pestell	Case Officer:	Rachael McMurray
	Graffiti Design		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located in London Road in a designated mixed use commercial / residential area. The site comprises part of a two -storey building with commercial units at ground floor and a residential flat above. There is a car park at the rear. The ground floor unit is currently vacant.

2 Planning History

None relevant to this application.

3 Proposal

Display of 1no. illuminated fascia and 1no. non-illuminated fascia sign to the side elevation.

4 Policy Considerations

National Policies
NPPF

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

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

5 Statutory and Non Statutory Consultations

Development Engineer:
No objections

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: 16

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

(i) Visual Amenity

7.2 The signs are appropriate to character of the immediate locality which includes other commercial properties such as shops and takeaways. It would not harm the visual amenity of the area.

(ii) Highway Safety

7.3 The illuminated fascia sign would have an illumination level appropriate to its context and would be very unlikely to pose any risk to passing traffic.

8 Conclusion

The signs are considered to be acceptable and are recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00875 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control

of Advertisements) Regulations 1992

- 3 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992

- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 5 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 6 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 7 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)

- 8 The intensity of illumination shall not exceed 500 candelas per m2.

Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Site Plan

External signage layout - P2

External signage layout - P3

Reason: - To ensure provision of a satisfactory development.