
Site Address:	296 London Road, Waterlooville, PO7 7HL		
Proposal:	Installation of 46" tv screen depicting various Santander advertisements.		
Application No:	APP/16/00382	Expiry Date:	15/06/2016
Applicant:	Mr Clarke Santander		
Agent:		Case Officer:	Harriet Pitney
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises a two storey, mid terrace building, with a flat roof and elevations mirroring a stone effect. At ground floor is a commercial unit currently occupied by Santander (subject of this application). The shop front currently comprises a clear glass frontage incorporating an existing ATM and an entrance doorway with existing advertisements visible internally. Above the shop front is a red fascia sign with white lettering incorporating the Santander logo. The building is sited in a pedestrianised area of Waterlooville Town Centre with no vehicular access.

The building to the north/east is occupied by Superdrug and the building to the north/west is occupied by Boots.

2 Planning History

91/56517/000A - Proposed shopfront alterations, PERM, 11/03/2002

91/56517/000B - Single storey rear extension, REF,

94/56517/004 - Rear extension to existing premises and provision of car parking, PERM, 04/08/1994

94/56517/005 - New shopfront including re location of ATM and re located entrance for disabled use., PERM,

94/56517/006 - Internally illuminated fascia and projecting signs., PERM,

93/56517/003 - Single storey rear extension, REF,

91/56517/001 - Internally illuminated letters applied to fascia., PERM,

91/56517/000 - Single storey rear extension, REF,

04/56517/007 - Retention of 1No. Static internally illuminated shop fascia sign and 1No. static internally illuminated projecting sign to the front (north west) elevation., PERM, 20/04/2004

05/56517/008 - Display of internally and externally illuminated fascia sign fronting London Road., PERM,30/06/2005

05/56517/009 - Retrospective display of externally illuminated projecting sign fronting London Road., PERM,17/01/2006

APP/16/00392 - First floor grills to be increased in size at rear elevation. Installation of 2No. new grills on side elevation. Replace VRV units for new., DEL,

3 Proposal

This application is for the Installation of a 46" tv screen depicting various Santander advertisements.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM10 (Pollution)

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

FAO Mr P Marshall, Development Engineer

No adverse comments

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: 5

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary: No objections received.

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) Impact upon visual and residential amenity
- (ii) Highway safety

(i) Impact upon visual and residential amenity

It is not considered that the proposed advertisement would cause any detriment to the amenities of residents of the Town Centre, given that this is a well lit location and it includes signage expected within a vibrant and active commercial centre. It should be conditioned that the advertisement is of a non-intermittent type. It is important to note that an advertisement already exists in the proposed location and the replacement advert (subject of this application) is considered to enhance the modern appearance of the Santander site.

(ii) Highway safety

The proposed advertisement is to be positioned adjacent to a pedestrian area and as a result will not have an adverse effect on highway safety. It is not considered that any element of the scheme would create an unacceptable level of distraction.

8 Conclusion

It is considered that the advertisement is reasonable in terms of the impact on the visual amenities of the streetscene and as such the proposal accords with policies CS16 and DM10 of the Core Strategy and DM21 of the Allocations Plan.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00382 subject to the following conditions

- 1 (a) 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.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

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

Specification for external merchandising TV screen- received 14th April 2016

Existing and proposed elevations- received 14th April 2016

Site location plan and block plan- received 14th April 2016

Reason: - To ensure provision of a satisfactory development.