
Site Address:	Unit 7, Arnside Road, Waterloooville, PO7 7UP		
Proposal:	Display of 3No. illuminated fascia signs.		
Application No:	APP/16/00572	Expiry Date:	26/07/2016
Applicant:	Ms St Pierre Screwfix Direct Limited		
Agent:	Ms St Pierre Iceni Projects	Case Officer:	Rachael McMurray
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Unit 7, Arnside Road, Waterloooville, PO7 7UP. The site lies to the north of Arnside Road and incorporates brick walls and corrugated roofing and a flat roofed two storey office section.

2 Planning History

91/51182/001 - Extension for use as general purpose store, PERM,22/07/1991
GEN/14/01200 - History check., ,19/12/2014 15:14:53
GEN/14/01206 - Proposed change of use to Class B8, UNK,
APP/16/00163 - Change of use to Class B8 (Storage or Distribution), together with minor external alterations (approved 11/04/2016). Request to Discharge Condition 3 (26.04.2016)., PERM,11/04/2016

3 Proposal

Display of 3No. illuminated fascia signs.

Amended plans were submitted on 3/8/16 to show a smaller sign on the front elevation following officer concerns with the original submission.

4 Policy Considerations

National Planning Policy Framework

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

FAO Mr P Marshall, 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: 10

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

Policy DM21 of the Local Plan (Allocations) is concerned with shopfronts, signage, security shutters and advertisements. This advises that signs should be of an appropriate size, scale and design in relation to their surroundings. The site is located in an area characterised by industrial and commercial uses whereby signage is commonplace. The signs would be lit by trough lighting and are not considered to result in a harmful impact to the visual amenity or character of the immediate locality. This includes the now amended (smaller) sign on the front elevation which is considered to be more in keeping with the general size of other signage in the immediate locality.

- (ii) Highway safety .

The Council's Development Engineer has been consulted and has raised no objections to the proposal on highway safety grounds.

8 Conclusion

The application is considered to be acceptable and is therefore recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00572 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 illumination of the signs hereby approved shall be of a non-intermittent type.

Reason: In the interests of the amenities and highway safety of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework 2012.

- 3 The intensity of illumination shall not exceed 318 candelas per m2.

Reason: In the interests of the amenities and highway safety of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework 2012.

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

Promap 1:1250 Location Plan

Proposed elevations - Drawing Number: 1485-103-04-R1

Reason: - To ensure provision of a satisfactory development.