
Site Address: 127 London Road, Cowplain, Waterloooville, PO8 8XJ
Proposal: Display of 3No. fascia signs on canopy (2No. illuminated) and 1No. illuminated freestanding double sided sign.
Application No: APP/14/00630 Expiry Date: 13/08/2014
Applicant: Esso Petroleum Company Team: Team 2
 Limited
Agent: Mr Ruddock Case Officer: Daphney Haywood
 Bowman Riley Architects
Ward: Cowplain

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The sites main use is as a petrol filling station although the site includes an associated shop . The site is positioned to the south west side of London Road with two access points to the highway. The area is primarily residential, but with a scattering of commercial properties including a car repair garage to the rear, a retail unit adjacent on the south west side at 125 London Road, and the spotted Cow Public House adjacent to the other side at 131 London Road , with a surgery beyond. Beyond this and on the opposite side of London Road are residential properties, plus 2 small retail units..
- 1.2 There is are existing canopy signs and a free standing double sided totem sign on the site frontage.

2 Planning History

non relevant

3 Proposal

- 3.1 Display of 3No. fascia signs on canopy (2No. illuminated) and 1No. illuminated freestanding double sided sign.

4 Policy Considerations

National Policies

National Planning Policy Framework

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 objection

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: 9

Number of site notices: one

Statutory advertisement: Not applicable.

Number of representations received: 1

Summary: Glow from the illuminated signs will be intrusive to our property in hours of darkness.

Comment: see section 7

7 Planning Considerations

- 7.1 Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts.
- 7.2 The proposed signs would replace similar sized sign. The agent has advised that the existing signs are constructed with internal illumination (and this was confirmed at my site visit) and have been illuminated in the past, but are now in disrepair. The new signs would have a lower level of illumination and also use low energy fittings. The occupiers of the property on the opposite side of the road have raised concern regarding nuisance from glow - the petrol station is 24 hr, however, given the site's location on the main road, the relatively low level of illumination and that the property lies on the opposite side of London Road the impact on residential amenity is not considered to be such as to cause an unacceptable degree of detriment to the amenities of the nearest residential dwellings, nor would public safety be adversely impacted, the development (Highway) engineer has confirmed no objection.

8 Conclusion

- 8.1 The proposed advertisement would have an acceptable impact on amenity or public safety. The application should therefore be approved.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00630 subject to the following conditions:

- 1 The intensity of illumination shall not exceed 500 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Signage Illumination Details drawing no SIGSECT
New Canopy Fascias drawing no CAN001
New Mid Sign MID001
Signage Detail Plan drawing no 080

Reason: - To ensure provision of a satisfactory development.
- 3 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 2007.
- 4 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 2007.
- 5 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 2007.
- 6 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 2007.
- 7 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 2007.
- 8 The illumination of the proposed sign shall be of a non-intermittent type (i.e non-flashing).
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)