
Site Address:	The Parkwood Centre, Aston Road, Waterloooville		
Proposal:	Display of 1No. non-illuminated site name and directory board.		
Application No:	APP/15/00547	Expiry Date:	13/07/2015
Applicant:	Parkwood Management Co (Waterlooville) Ltd	Team:	Team 2
Agent:	Richard Pearce Associates Chartered Conveyors	Case Officer:	Karen Wooden
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The proposed advert is to be situated at the entrance to a site of purpose built units on the established industrial estate of Aston Road, north west of Waterloooville Town Centre. The surrounding area comprises single storey and two storey purpose built units, and a newly constructed retail superstore lies to the south.

2 Planning History

None applicable to this application

3 Proposal

Display of 1No. non illuminated site name and directory board.

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

Development Engineer - Highways

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: 56

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

The proposed signage would be located at the entrance to The Parkwood Centre, which is within an established industrial estate. The sign would be ground fixed, with a white background and black text, with a backdrop of a 2.1m brick wall, and will be replacing an existing sign located approx 5m to the east of the proposed siting. It is considered that the proposal would not adversely affect the character and appearance of the area, and would not have a harmful effect on the visual amenity of the immediate locality. It is deemed that the design falls within the requirements of both policy CS16 of the Havant Borough Core Strategy 2011 and policy DM21 of the Havant Borough Local Plan (Allocations) 2014.

(ii) Highway Safety

The Development Engineer has been consulted and does not raise any issues with this proposal.

8 Conclusion

The proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00547

(A) subject to the following conditions