
Site Address:	Unit 1, Dukes Walk, Waterloooville, PO7 7HS		
Proposal:	Display of 1No. non-illuminated panel sign; and 1No. internally illuminated building letters.		
Application No:	APP/15/01376	Expiry Date:	03/02/2016
Applicant:	Waitrose	Team:	Team 2
Agent:	Mr Patel	Case Officer:	Heather Lealan
	Integrity		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Unit 1, Dukes Walk, Waterloooville is an existing Waitrose store. The elevation of the store subject of this application fronts Stakes Hill Road.

2 Planning History

None relevant to this application

3 Proposal

Display of 1No. non-illuminated panel sign; and 1No. internally illuminated building letters. The panel sign is proposed to be situated under the existing Waitrose letters and the new internally illuminated Waitrose letters further along the eastern elevation of the building on a return of the building facing north.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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

The Highway Authority has no adverse comment on the application

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: one

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

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) Highways Issues
- (iii) Effect on residential amenity

(i) Visual amenity

The signs will be located on the Stakes Road frontage, are relatively modest in size and are not considered to be detrimental to visual amenities. To some degree they will improve a somewhat bland elevation and will provide clear direction to the pedestrian customer entrance point.

(ii) Highways Issues

The letters sign would be illuminated to 18-22 Lumens by White Tetra Minimax LED's and the Highway Officer has confirmed no objection. This level of luminance is clearly stated within the submitted plans and these plans should be conditioned as part of the permission.

(iii) Effect on residential amenity

The nearest residential properties are located on the opposite side of the road but at some distance and the signs would not be overly dominant and are not considered to result in detriment to residential amenity.

8 Conclusion

The proposal is considered to be acceptable subject to standard national conditions

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01376 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.

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

Site Plan Issue A received 9 December 2016
Signage Overview Issue A received 9 December 2016
Signage Specification Issue A received 9 December 2016

Reason: - To ensure provision of a satisfactory development.